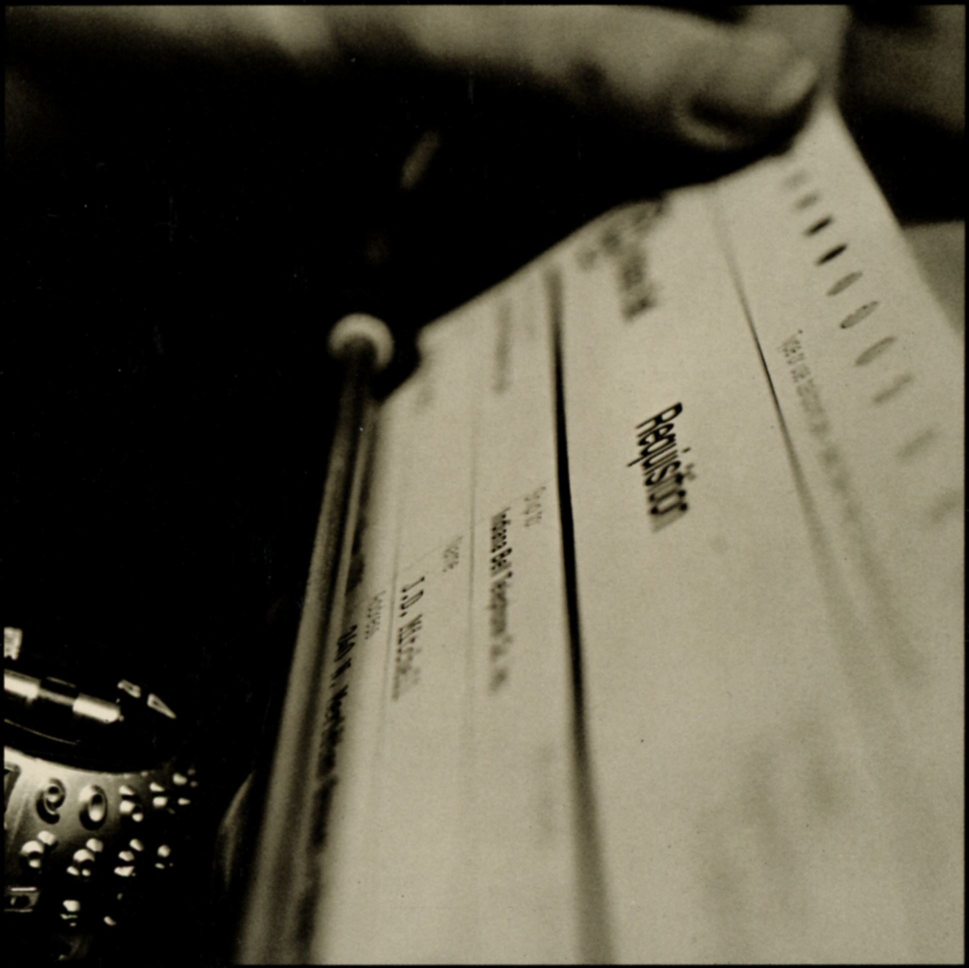
Bell System Guidelines for Business Forms


Requisition

A system of coordinated graphics for Bell System business forms

The graphics guidelines presented here attempt for the first time to create a Bell System look for business forms used by all System companies. There are four basic values inherent in such a system of graphics that make this objective important to the Bell System and to each System company.

First, a graphic system will add coherence and clarity to the information on business forms.

Second, a system of graphics will give a coordinated look to the thousands of business forms used by each company.

Third, coordinated graphics on each company's business forms will provide a unified appearance from one System company to another.

And fourth, the graphic system on business forms will reinforce the new Bell System corporate identification program.

Since it is impractical to redesign every form for each company, this is *not a manual* which prescribes a specific solution for every application. Rather, before-after examples are used to demonstrate a set of graphic principles that will produce a new, unified *Bell System look* on any business form for any System company. The "before" examples were not selected to single out any particular business form nor any particular company. They are representative of the wide variety of graphics currently being used.

Most of the business forms of System companies have been historically individual. With the exception of customer bills, they may have little resemblance to other forms produced within the same company or to comparable forms used by other System companies. However, through the publication of these guidelines we hope to stimulate forms control people to apply the ideas presented here to their company's new forms as they are produced and to old forms as they are reprinted or revised.

The millions of telephone bills mailed each month are the most personal, regular communication we have with our customers. Other millions of a wide variety of business forms are used to conduct our business internally and with various suppliers of service and materials. These create a cumulative visual impression about each company and about the Bell System. Inappropriate or nondescript graphics on business forms may label a company old fashioned, inefficient, unconcerned. Appropriate, contemporary and coordinated graphics reflect a company that is aware and progressive. It is equally important that internal as well as external business forms contribute a positive impression of each company and a collective impression of the Bell System.

Your company has many business forms not demonstrated here. And examples used in these demonstrations may vary from forms your company does use. *Therefore, these guidelines must be interpreted creatively, applying the principles expressed rather than transposing exact detail.* Printers who supply type proofs from rough layouts not marked for type should be instructed to follow these guidelines and to interpret the roughs in terms of the new graphic system.

General Principles

The examples shown in this book are actual business forms being used by System companies. In order to accommodate the demonstrations it was necessary, in most instances, to show them in reduced size.

Whether or not your company uses any of these forms is not important. Each of the examples has been redesigned to demonstrate basic typographic principles which can be applied to any business form to achieve the same visual effect. There is a definite family resemblance among the forms illustrated—despite the wide variety represented.

The before-after technique clearly demonstrates the dramatic change resulting from following these principles. Yet the functional aspects of the original form are retained. There are no major alterations in the format design. And the redesigned forms will work in the same business machines as the originals.

1. The company trademark should appear on every business form in the upper left corner
All business forms, even those used internally, should be identified by the company trademark—Bell symbol and company logotype. Whenever possible, position the trademark in the upper left corner. This placement will help to create a uniform appearance within the company and the Bell System.

Reproduction art and film of the symbol and logotype is available for your use through your company's graphics coordinator.

2. Identify all forms with a title
By placing the left edge of the title at the center line, almost any size title can be accommodated and graphic uniformity maintained from one form to another.

3. Standardize on one typeface—Helvetica
Perhaps the most effective single way to establish uniformity of design between one business form and another, and between the forms of one System company and another, is the consistent use of one typeface on all forms. The typeface selected for the new Bell System graphics is Helvetica. It is the typeface used for the company logotypes on vehicles, stationery and building signs. Our other graphics manuals and these guidelines are also printed in Helvetica. It is a relatively new typeface and some printers may not have it. However, they should have no difficulty in obtaining Helvetica. Do not allow printers to substitute a "similar" typeface they happen to have on hand.

4. Limit the number of type sizes
Different type sizes are frequently used on a business form to vary the emphasis of captions and headings. When too many variations occur on one form, visual confusion is apt to result. Always limit the number of type sizes to the fewest possible.

In the demonstration forms on the pages following, you will see not more than four variations in type size. On most 8½" x 11" forms, general copy is usually 8-point type. More important information, such as captions, is set in 12 or 14-point. Using approved reproduction art, the company logotype should be made equal in size to the title for the form, which may be set up to 18 point. The customer bill form uses 7-point type for columnar headings and 10-point type for captions. Copy showing the breakdown of customer charges is 8-point. On any form the actual size of type is governed by the functional need.

5. For functional emphasis use a bolder typeface
The general copy on the demonstration forms is Helvetica *Light*. Where emphasis is required for certain captions or headings, use Helvetica *Medium* rather than increase type size.

6. Avoid using all capital letters
An initial capital followed by lower-case letters is a more familiar word form to the eye than all capitals. Since a business form should communicate quickly and clearly, cap and lower-case letters are preferred for captions, phrases and body copy. Where emphasis is required, a bolder face in the cap and lower-case is more effective than all caps.

7. Use hairline rules to separate information
Rules—the lines on a business form that separate the information—have an important functional role. They are the guidelines that indicate where fill-in information should be entered. They also materially affect the appearance of the form. Heavy rules will dominate the entries, making the form look dark and overcrowded. For clarity and easy reading, the entries should not be overpowered by the rules surrounding them. For this reason, always specify *hairline* rules for general separation lines—both vertical and horizontal.

8. Use a heavy rule to create the Bell System look
Rules not only separate and organize the information on a business form, they can be useful as a design element. The 4-point rules on the demonstration forms are decorative as well as functional, adding strength and distinctiveness to the form. This heavy rule should be used sparingly to separate the different sections of information or to isolate and underscore key copy blocks.

9. Every line of copy and every copy block should follow some vertical alignment
Vertical alignment of copy lines or copy blocks creates the orderly appearance appropriate for a business form. A lack of vertical alignment results in a ragged looking, disorganized form.

On the demonstration forms each single line, and each block of copy is vertically aligned with any counterpart above or below. The fewer different vertical alignments on a form, the cleaner and more organized it looks.

10. Print forms in contrasting inks
The captions and other copy printed on a business form serve primarily to guide the person filling in additional information. The fill-in material then becomes the key information on the form. When the copy is printed in black, the printed matter dominates the fill-in material, sometimes making it difficult to locate information.

Bell System forms to be completed by typewriter or business machine should be printed in a contrasting color, such as blue. The black of the machine ribbon will then stand out.

Forms which may be completed by the user with a ball point pen should be printed in a neutral color, such as grey.

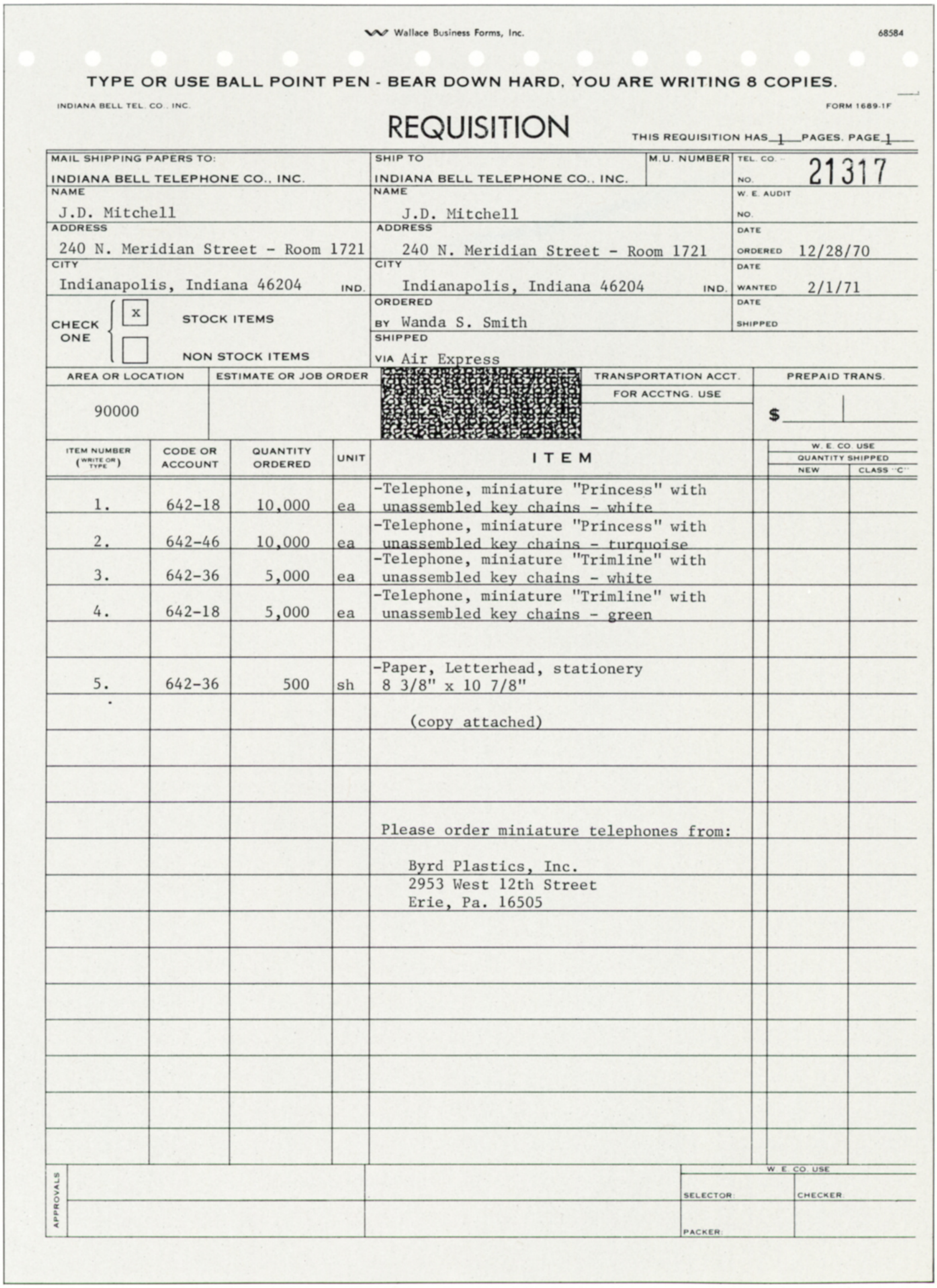
Demonstration Forms

Requisitions

The requisition form shown here exemplifies a typical Bell System business form. It appears to be well organized and clean looking. Nevertheless, the same form with the new typographic treatment—shown on the facing page—looks cleaner and better organized. In addition, the information filled in with a typewriter or ball-point pen is more clearly discernible. And the form now has a unique character that identifies it as a Bell System form.

While the individual changes made in the original form are minor, together they change the overall appearance of the revised form considerably. First, a lighter typeface for the headings is used—Helvetica Light. Second, all rules are lightened to hairline rules. The heavier 4-point rules visually separate the information into smaller, easily perceived blocks of copy.

Following General Principle No. 9, the



Wallace Business Forms, Inc. 68584

TYPE OR USE BALL POINT PEN - BEAR DOWN HARD. YOU ARE WRITING 8 COPIES.

INDIANA BELL TEL. CO., INC. FORM 1689-1F

REQUISITION

THIS REQUISITION HAS 1 PAGES. PAGE 1

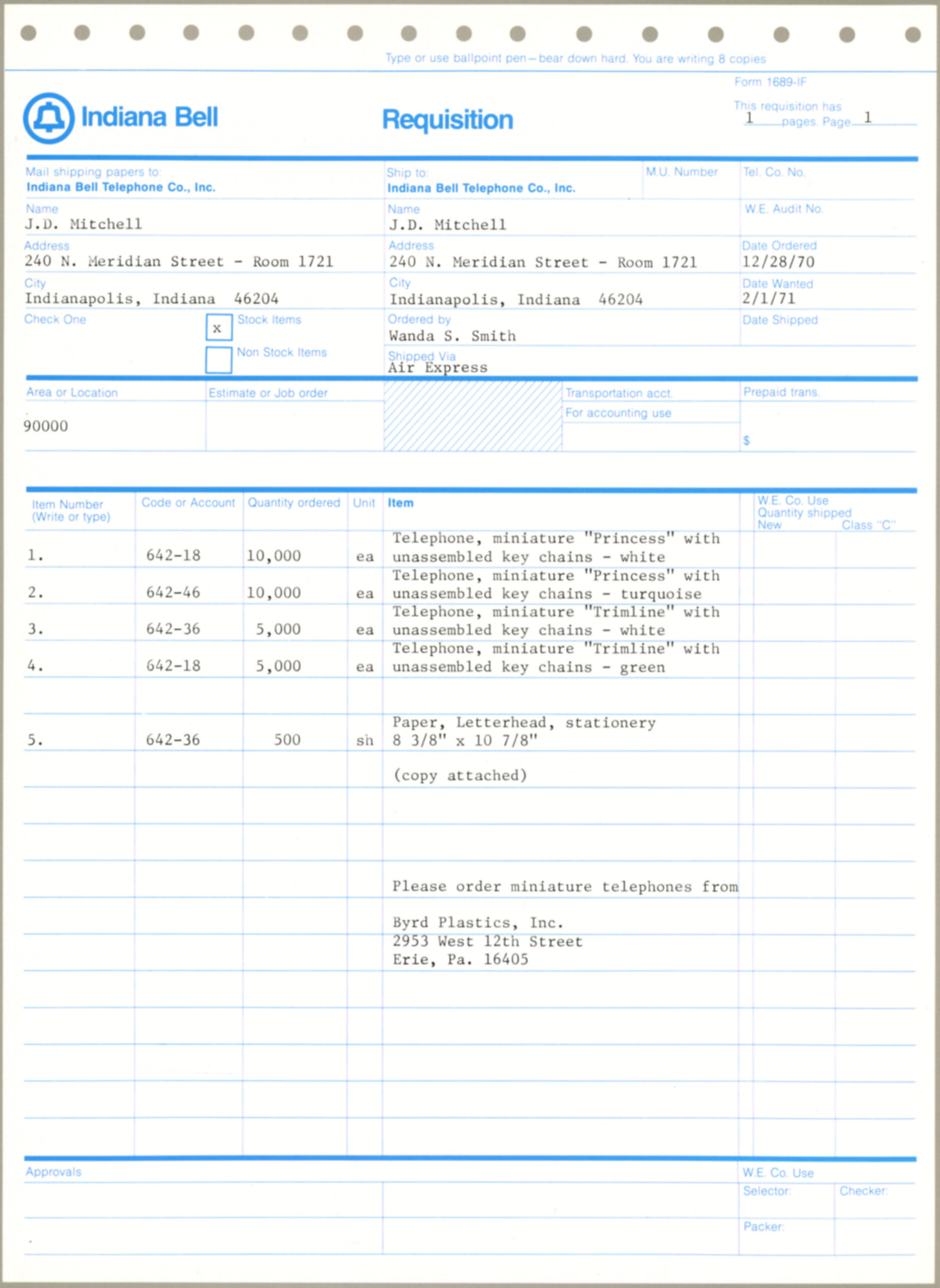
MAIL SHIPPING PAPERS TO: INDIANA BELL TELEPHONE CO., INC.	SHIP TO INDIANA BELL TELEPHONE CO., INC.	M.U. NUMBER	TEL. CO. NO. 21317
NAME J.D. Mitchell	NAME J.D. Mitchell		W. E. AUDIT NO.
ADDRESS 240 N. Meridian Street - Room 1721	ADDRESS 240 N. Meridian Street - Room 1721		DATE ORDERED 12/28/70
CITY Indianapolis, Indiana 46204 IND.	CITY Indianapolis, Indiana 46204 IND.		DATE WANTED 2/1/71
CHECK ONE ☒ STOCK ITEMS ☐ NON STOCK ITEMS	ORDERED BY Wanda S. Smith		DATE SHIPPED
	SHIPPED VIA Air Express		

AREA OR LOCATION	ESTIMATE OR JOB ORDER		TRANSPORTATION ACCT. FOR ACCTNG. USE	PREPAID TRANS.
90000		[redacted]		$

ITEM NUMBER (WRITE OR TYPE)	CODE OR ACCOUNT	QUANTITY ORDERED	UNIT	ITEM	W. E. CO. USE QUANTITY SHIPPED NEW	CLASS "C"
1.	642-18	10,000	ea	-Telephone, miniature "Princess" with unassembled key chains - white		
2.	642-46	10,000	ea	-Telephone, miniature "Princess" with unassembled key chains - turquoise		
3.	642-36	5,000	ea	-Telephone, miniature "Trimline" with unassembled key chains - white		
4.	642-18	5,000	ea	-Telephone, miniature "Trimline" with unassembled key chains - green		
5.	642-36	500	sh	-Paper, Letterhead, stationery 8 3/8" x 10 7/8"		
				(copy attached)		
				Please order miniature telephones from:		
				Byrd Plastics, Inc. 2953 West 12th Street Erie, Pa. 16505		

APPROVALS		W. E. CO. USE	
		SELECTOR:	CHECKER:
		PACKER:	

vertical alignments are coordinated wherever possible. For example, the vertical hairline at the top right—separating the "Ship to:" information from the form numbers—is aligned with the vertical lines in the bottom portion of the form. The check boxes for "Stock" and "Non Stock" items are aligned with the vertical line below which separates "Area" from "Estimate Number." These two vertical alignments alone give the form greater visual simplicity. In addition, the symbol and logotype are aligned with the left margin. And the title of the form—"Requisition"—is aligned with the vertical hairline immediately below. No copy should be placed on a form at random. Attention to vertical alignment will contribute to a coordinated appearance.



Type or use ballpoint pen—bear down hard. You are writing 8 copies

Form 1689-IF

Indiana Bell

Requisition

This requisition has 1 pages. Page 1

Mail shipping papers to:
Indiana Bell Telephone Co., Inc.
Name
J.D. Mitchell
Address
240 N. Meridian Street - Room 1721
City
Indianapolis, Indiana 46204

Check One
☒ Stock Items
☐ Non Stock Items

Ship to:
Indiana Bell Telephone Co., Inc.
Name
J.D. Mitchell
Address
240 N. Meridian Street - Room 1721
City
Indianapolis, Indiana 46204
Ordered by
Wanda S. Smith
Shipped Via
Air Express

M.U. Number
Tel. Co. No.
W.E. Audit No.
Date Ordered
12/28/70
Date Wanted
2/1/71
Date Shipped

Area or Location
90000
Estimate or Job order
Transportation acct.
For accounting use
Prepaid trans.
$

Item Number (Write or type)	Code or Account	Quantity ordered	Unit	**Item**	W.E. Co. Use Quantity shipped New	Class "C"
1.	642-18	10,000	ea	Telephone, miniature "Princess" with unassembled key chains - white		
2.	642-46	10,000	ea	Telephone, miniature "Princess" with unassembled key chains - turquoise		
3.	642-36	5,000	ea	Telephone, miniature "Trimline" with unassembled key chains - white		
4.	642-18	5,000	ea	Telephone, miniature "Trimline" with unassembled key chains - green		
5.	642-36	500	sh	Paper, Letterhead, stationery 8 3/8" x 10 7/8"		
				(copy attached)		
				Please order miniature telephones from		
				Byrd Plastics, Inc. 2953 West 12th Street Erie, Pa. 16405		

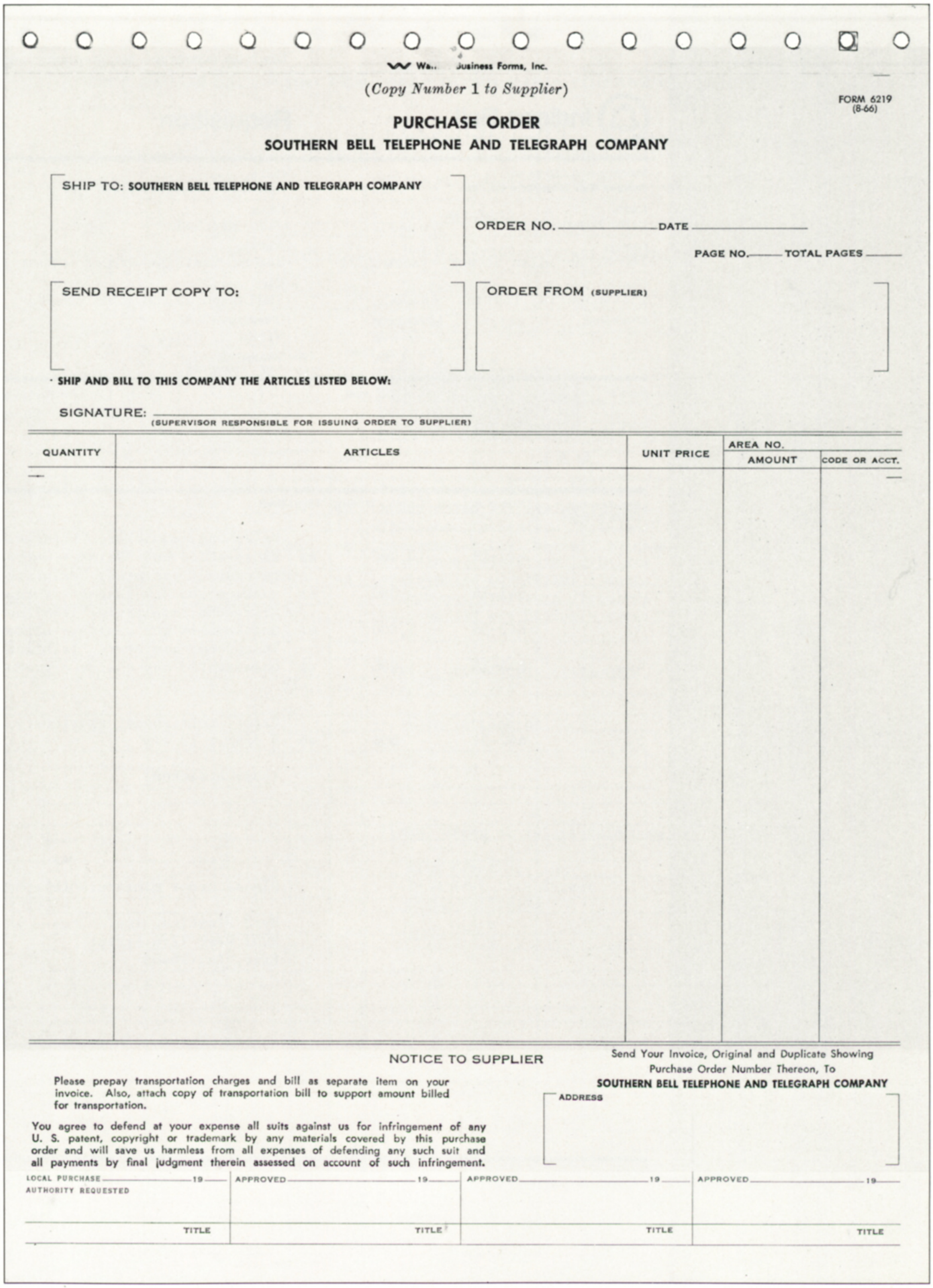
Approvals

W.E. Co. Use
Selector:
Checker:
Packer:

Purchase Orders

In applying the principles of our new graphic system to this business form, a combination of relatively minor changes results in the distinctive Bell System look. The 4-point rules separate the basic information into readily discernible areas. The company name and form title can be quickly identified in the top portion. In the next block, the shipping information is better organized within the allotted space—following the principle of minimum vertical alignments.

The main body of the form remains virtually intact. Captions are set in Helvetica Light, cap and lower case. At the bottom of the form, copy is slightly rearranged to assure an orderly vertical alignment of the separate visual elements.



○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

Wa[illegible] Business Forms, Inc.

(Copy Number 1 to Supplier)

FORM 6219
(8-66)

PURCHASE ORDER

SOUTHERN BELL TELEPHONE AND TELEGRAPH COMPANY

SHIP TO: **SOUTHERN BELL TELEPHONE AND TELEGRAPH COMPANY**

ORDER NO. ____________ DATE ____________

PAGE NO. ____ TOTAL PAGES ____

SEND RECEIPT COPY TO:

ORDER FROM (SUPPLIER)

· SHIP AND BILL TO THIS COMPANY THE ARTICLES LISTED BELOW:

SIGNATURE: ______________________________
(SUPERVISOR RESPONSIBLE FOR ISSUING ORDER TO SUPPLIER)

QUANTITY	ARTICLES	UNIT PRICE	AREA NO.	
			AMOUNT	CODE OR ACCT.

NOTICE TO SUPPLIER

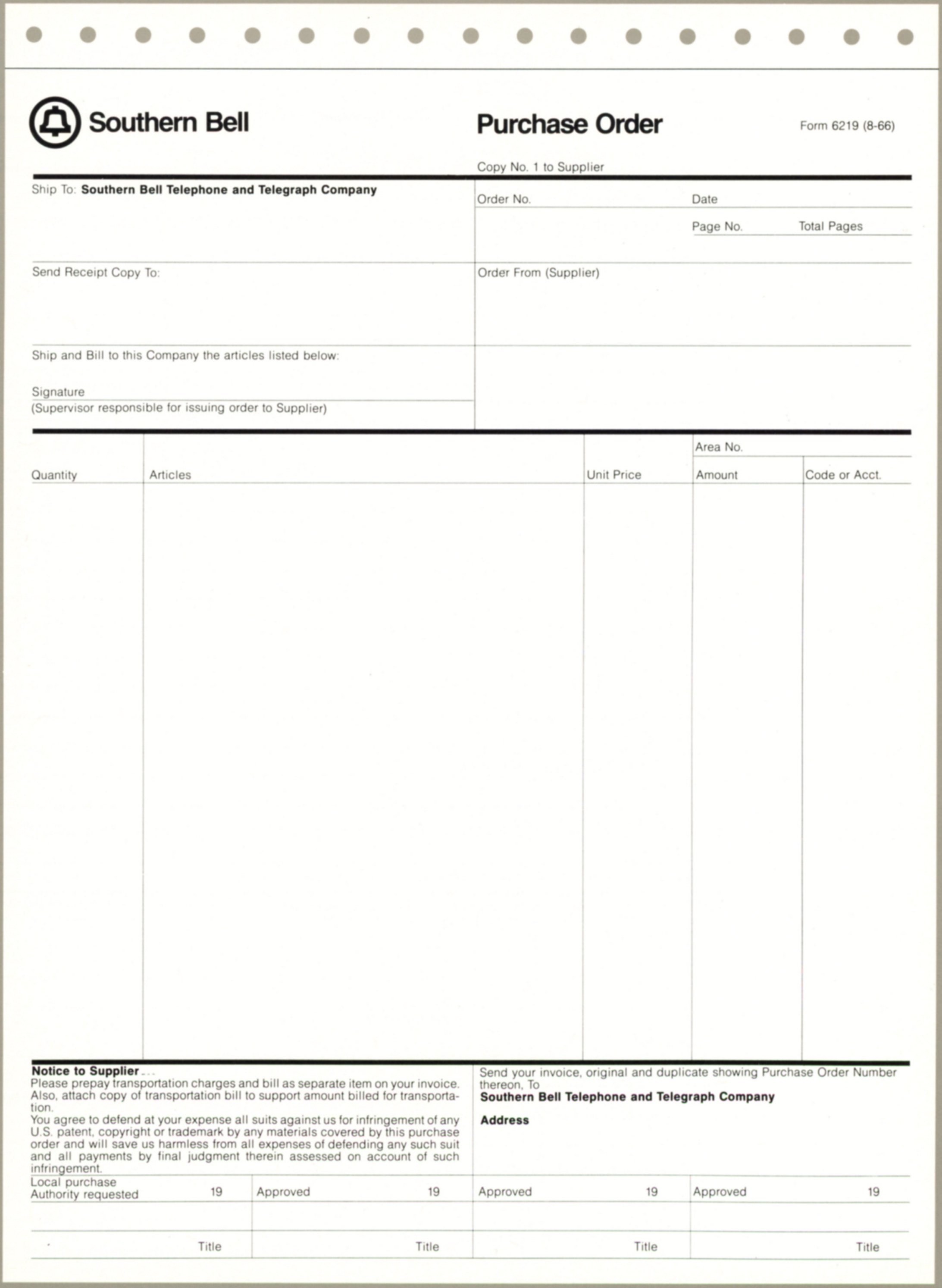
Please prepay transportation charges and bill as separate item on your invoice. Also, attach copy of transportation bill to support amount billed for transportation.

You agree to defend at your expense all suits against us for infringement of any U. S. patent, copyright or trademark by any materials covered by this purchase order and will save us harmless from all expenses of defending any such suit and all payments by final judgment therein assessed on account of such infringement.

Send Your Invoice, Original and Duplicate Showing
Purchase Order Number Thereon, To
SOUTHERN BELL TELEPHONE AND TELEGRAPH COMPANY

ADDRESS

LOCAL PURCHASE ____ 19 ____ AUTHORITY REQUESTED	APPROVED ____ 19 ____	APPROVED ____ 19 ____	APPROVED ____ 19 ____
TITLE	TITLE	TITLE	TITLE



Southern Bell

Purchase Order

Form 6219 (8-66)

Copy No. 1 to Supplier

Ship To: **Southern Bell Telephone and Telegraph Company**

Order No.

Date

Page No.

Total Pages

Send Receipt Copy To:

Order From (Supplier)

Ship and Bill to this Company the articles listed below:

Signature

(Supervisor responsible for issuing order to Supplier)

			Area No.	
Quantity	Articles	Unit Price	Amount	Code or Acct.

Notice to Supplier ...

Please prepay transportation charges and bill as separate item on your invoice. Also, attach copy of transportation bill to support amount billed for transportation.

You agree to defend at your expense all suits against us for infringement of any U.S. patent, copyright or trademark by any materials covered by this purchase order and will save us harmless from all expenses of defending any such suit and all payments by final judgment therein assessed on account of such infringement.

Send your invoice, original and duplicate showing Purchase Order Number thereon, To

Southern Bell Telephone and Telegraph Company

Address

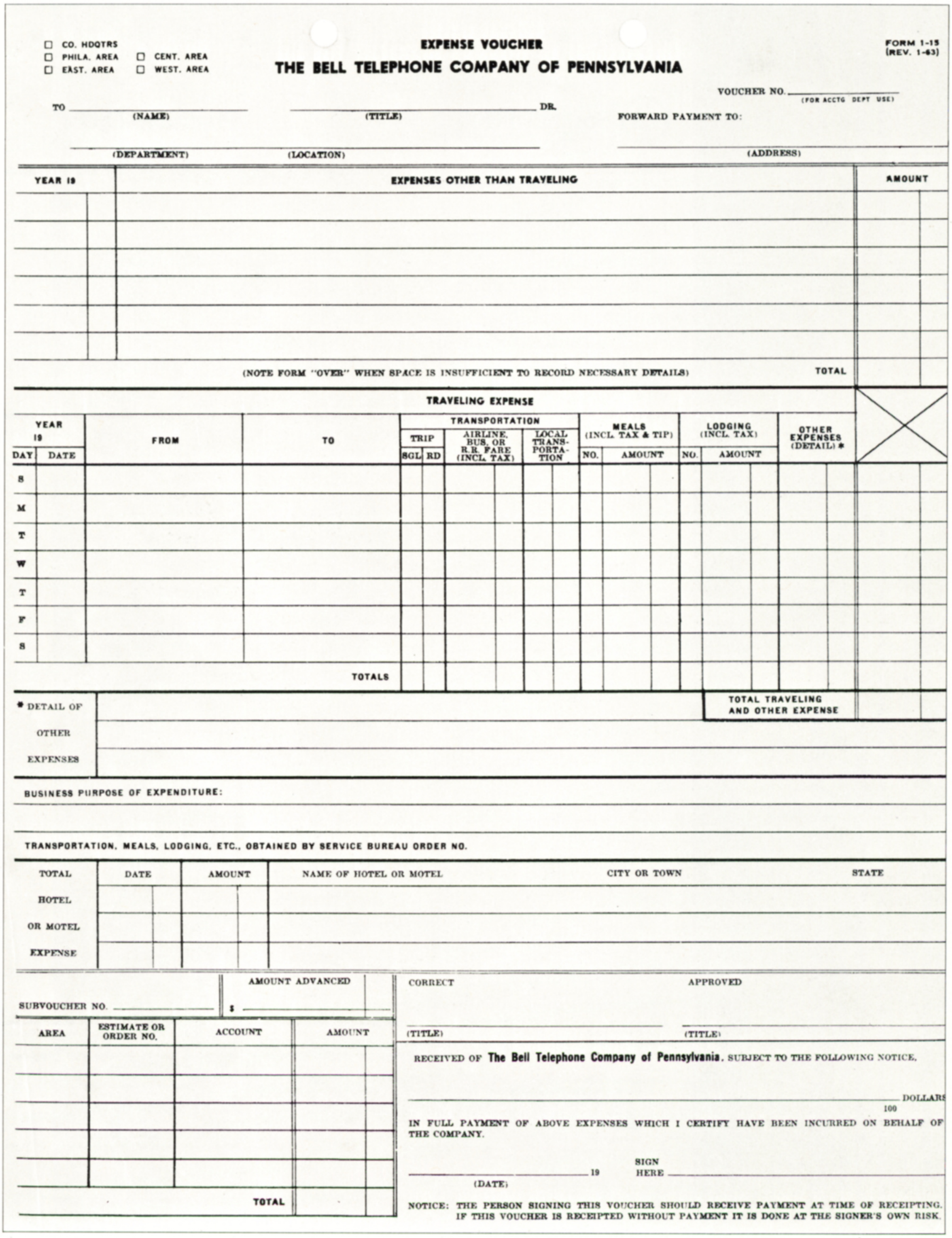
Local purchase Authority requested 19	Approved 19	Approved 19	Approved 19
Title	Title	Title	Title

Expense Vouchers

The more complicated the form, the more apparent is the organizational discipline resulting from the application of the new graphic system. On this form, the bars created by the 4-point rules organize the material into subject areas. This technique reduces the visual confusion caused by one area running into another without a visual stop.

With a form as detailed as this one, the use of light face captions, in cap and lower case, is of primary importance.

There is little opportunity on this form to reduce the number of vertical alignments. However, this principle is exercised whenever possible. The words "Expense Voucher" are aligned with all the major captions on the form. This organization allows the eye to single out any particular part of the form quickly.



☐ CO. HDQTRS
☐ PHILA. AREA ☐ CENT. AREA
☐ EAST. AREA ☐ WEST. AREA

EXPENSE VOUCHER

THE BELL TELEPHONE COMPANY OF PENNSYLVANIA

FORM 1-15
(REV. 1-63)

VOUCHER NO. ____________
(FOR ACCTG DEPT USE)

TO ____________ (NAME) ____________ (TITLE) DR.

____________ (DEPARTMENT) ____________ (LOCATION)

FORWARD PAYMENT TO:

____________ (ADDRESS)

YEAR 19		EXPENSES OTHER THAN TRAVELING	AMOUNT	
(NOTE FORM "OVER" WHEN SPACE IS INSUFFICIENT TO RECORD NECESSARY DETAILS)			TOTAL	

TRAVELING EXPENSE

YEAR 19		FROM	TO	TRANSPORTATION						MEALS (INCL. TAX & TIP)			LODGING (INCL. TAX)			OTHER EXPENSES (DETAIL) *			
				TRIP		AIRLINE, BUS, OR R.R. FARE (INCL. TAX)		LOCAL TRANSPORTATION											
DAY	DATE			SGL	RD					NO.	AMOUNT		NO.	AMOUNT					
S																			
M																			
T																			
W																			
T																			
F																			
S																			
			TOTALS																

TOTAL TRAVELING AND OTHER EXPENSE

* DETAIL OF OTHER EXPENSES

BUSINESS PURPOSE OF EXPENDITURE:

TRANSPORTATION, MEALS, LODGING, ETC., OBTAINED BY SERVICE BUREAU ORDER NO.

TOTAL HOTEL OR MOTEL EXPENSE	DATE		AMOUNT		NAME OF HOTEL OR MOTEL	CITY OR TOWN	STATE

SUBVOUCHER NO. ____________

AMOUNT ADVANCED
$ ____________

AREA	ESTIMATE OR ORDER NO.	ACCOUNT	AMOUNT	
		TOTAL		

CORRECT ____________ (TITLE)

APPROVED ____________ (TITLE)

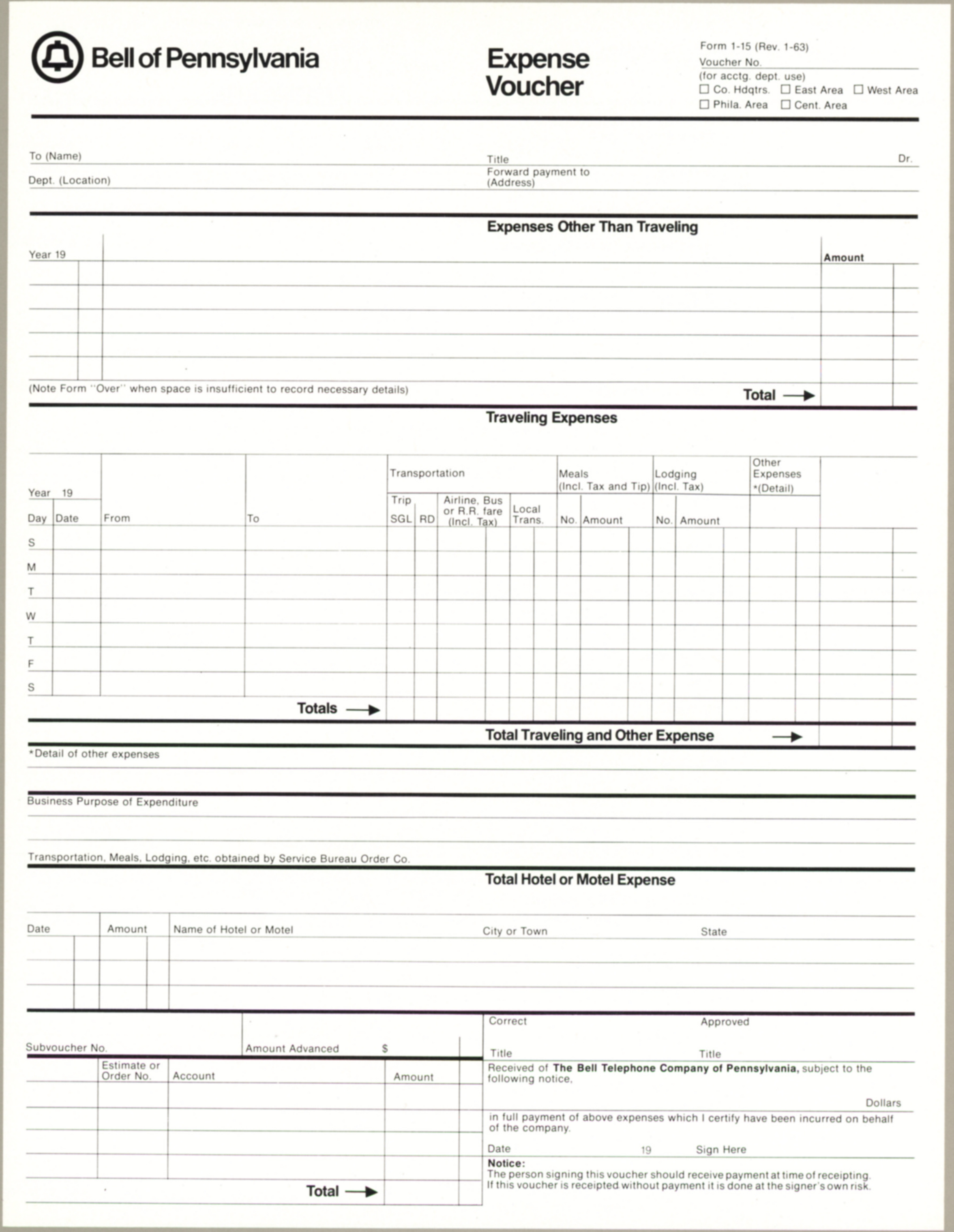
RECEIVED OF **The Bell Telephone Company of Pennsylvania**, SUBJECT TO THE FOLLOWING NOTICE,

____________ DOLLARS
100

IN FULL PAYMENT OF ABOVE EXPENSES WHICH I CERTIFY HAVE BEEN INCURRED ON BEHALF OF THE COMPANY.

____________ 19 SIGN HERE ____________
(DATE)

NOTICE: THE PERSON SIGNING THIS VOUCHER SHOULD RECEIVE PAYMENT AT TIME OF RECEIPTING. IF THIS VOUCHER IS RECEIPTED WITHOUT PAYMENT IT IS DONE AT THE SIGNER'S OWN RISK.



Bell of Pennsylvania

Expense Voucher

Form 1-15 (Rev. 1-63)
Voucher No.
(for acctg. dept. use)
☐ Co. Hdqtrs. ☐ East Area ☐ West Area
☐ Phila. Area ☐ Cent. Area

To (Name)
Title
Dr.
Dept. (Location)
Forward payment to (Address)

Expenses Other Than Traveling

Year 19			Amount
(Note Form "Over" when space is insufficient to record necessary details)		**Total** →	

Traveling Expenses

Year 19				Transportation				Meals (Incl. Tax and Tip)		Lodging (Incl. Tax)		Other Expenses *(Detail)	
Day	Date	From	To	Trip SGL	RD	Airline, Bus or R.R. fare (Incl. Tax)	Local Trans.	No.	Amount	No.	Amount		
S													
M													
T													
W													
T													
F													
S													
			Totals →										

Total Traveling and Other Expense →

*Detail of other expenses

Business Purpose of Expenditure

Transportation, Meals, Lodging, etc. obtained by Service Bureau Order Co.

Total Hotel or Motel Expense

Date	Amount	Name of Hotel or Motel	City or Town	State

Subvoucher No.
Amount Advanced $

	Estimate or Order No.	Account	Amount
		Total →	

Correct
Approved
Title
Title

Received of **The Bell Telephone Company of Pennsylvania,** subject to the following notice,

Dollars

in full payment of above expenses which I certify have been incurred on behalf of the company.

Date 19 Sign Here

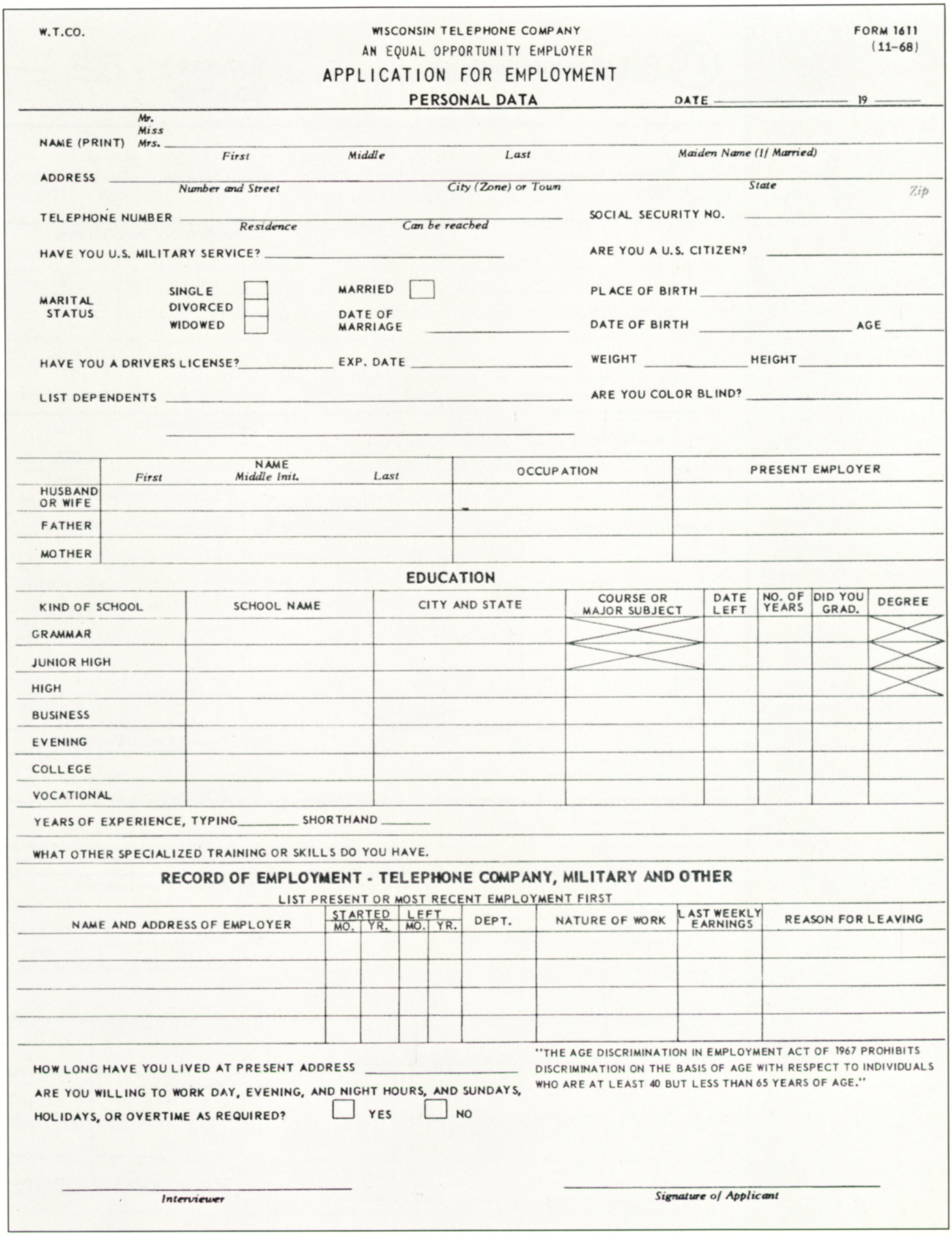
Notice:
The person signing this voucher should receive payment at time of receipting.
If this voucher is receipted without payment it is done at the signer's own risk.

Applications for Employment

Because an employment application form contains many varied elements of information, it is especially difficult to organize. To obtain an orderly appearance the information must be grouped in a logical sequence. Since people read from left to right, related material should be organized horizontally rather than vertically. Whenever possible avoid the juxtaposition of unrelated information on the same line.

Once the information is organized into meaningful subdivisions, the new graphic system can be employed to visually separate the material. The 4-point rules will contribute substantially to the organizing process.

Captions on any form function as instructions to guide the user in filling in the necessary information. But it is the information itself that is important to subsequent readers of the form. It is not appropriate to set captions on business forms like headlines in an



W.T.CO.

WISCONSIN TELEPHONE COMPANY
AN EQUAL OPPORTUNITY EMPLOYER

FORM 1611
(11-68)

APPLICATION FOR EMPLOYMENT

PERSONAL DATA

DATE ______ 19 ______

NAME (PRINT) Mr. Miss Mrs. ______ *First* ______ *Middle* ______ *Last* ______ *Maiden Name (If Married)* ______

ADDRESS ______ *Number and Street* ______ *City (Zone) or Town* ______ *State* ______ *Zip*

TELEPHONE NUMBER ______ *Residence* ______ *Can be reached*

SOCIAL SECURITY NO. ______

HAVE YOU U.S. MILITARY SERVICE? ______

ARE YOU A U.S. CITIZEN? ______

MARITAL STATUS: SINGLE ☐ DIVORCED ☐ WIDOWED ☐ MARRIED ☐

DATE OF MARRIAGE ______

PLACE OF BIRTH ______

DATE OF BIRTH ______ AGE ______

HAVE YOU A DRIVERS LICENSE? ______ EXP. DATE ______

WEIGHT ______ HEIGHT ______

LIST DEPENDENTS ______

ARE YOU COLOR BLIND? ______

	NAME *First* *Middle Init.* *Last*	OCCUPATION	PRESENT EMPLOYER
HUSBAND OR WIFE			
FATHER			
MOTHER			

EDUCATION

KIND OF SCHOOL	SCHOOL NAME	CITY AND STATE	COURSE OR MAJOR SUBJECT	DATE LEFT	NO. OF YEARS	DID YOU GRAD.	DEGREE
GRAMMAR			☒				☒
JUNIOR HIGH			☒				☒
HIGH							☒
BUSINESS							
EVENING							
COLLEGE							
VOCATIONAL							

YEARS OF EXPERIENCE, TYPING ______ SHORTHAND ______

WHAT OTHER SPECIALIZED TRAINING OR SKILLS DO YOU HAVE.

RECORD OF EMPLOYMENT - TELEPHONE COMPANY, MILITARY AND OTHER

LIST PRESENT OR MOST RECENT EMPLOYMENT FIRST

NAME AND ADDRESS OF EMPLOYER	STARTED MO.	STARTED YR.	LEFT MO.	LEFT YR.	DEPT.	NATURE OF WORK	LAST WEEKLY EARNINGS	REASON FOR LEAVING

HOW LONG HAVE YOU LIVED AT PRESENT ADDRESS ______

"THE AGE DISCRIMINATION IN EMPLOYMENT ACT OF 1967 PROHIBITS DISCRIMINATION ON THE BASIS OF AGE WITH RESPECT TO INDIVIDUALS WHO ARE AT LEAST 40 BUT LESS THAN 65 YEARS OF AGE."

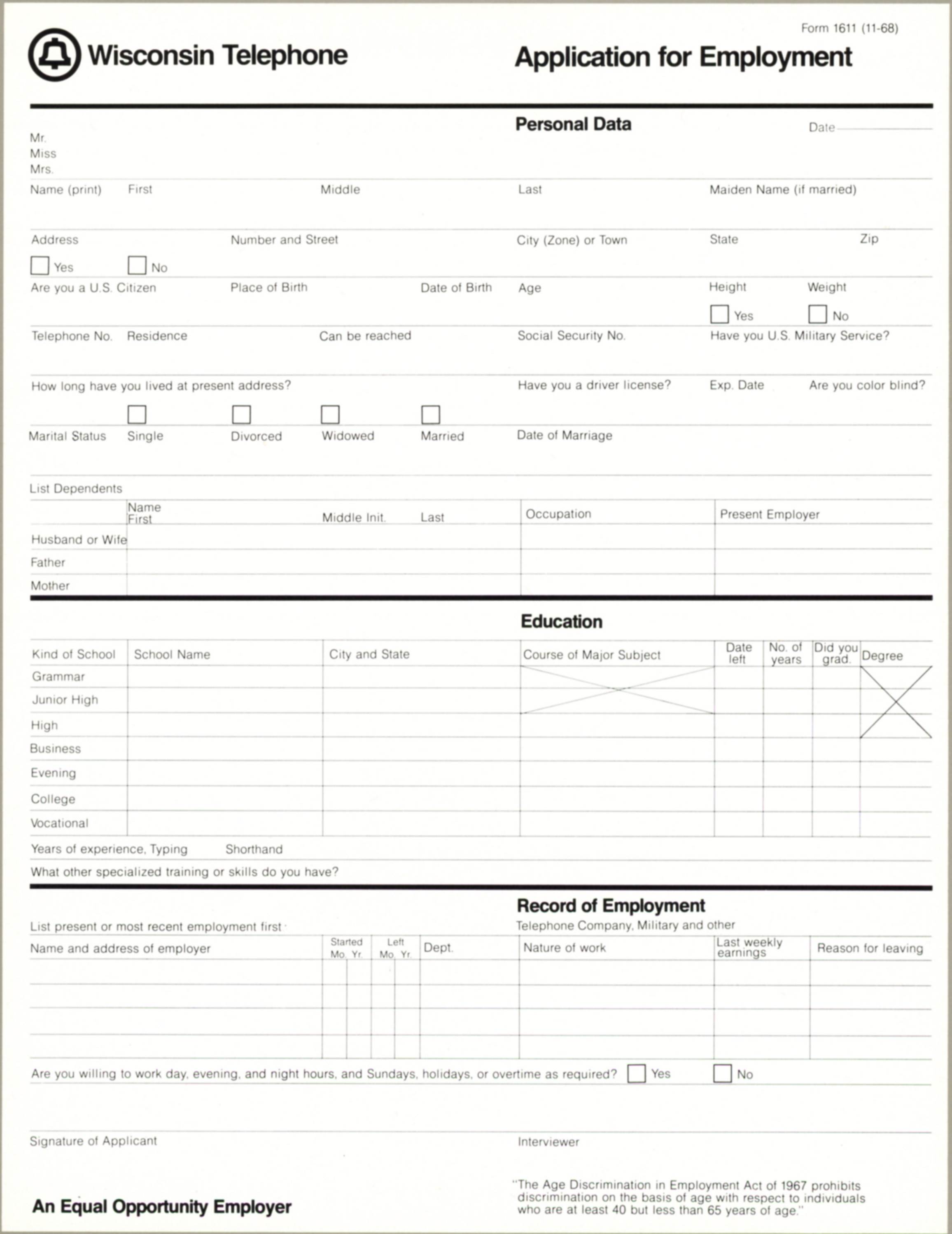
ARE YOU WILLING TO WORK DAY, EVENING, AND NIGHT HOURS, AND SUNDAYS, HOLIDAYS, OR OVERTIME AS REQUIRED? ☐ YES ☐ NO

______ *Interviewer*

______ *Signature of Applicant*

advertisement—each one shouting for attention. On this employment application form, the use of Helvetica Light typeface in cap and lower case letters makes the captions recessive and allows the fill-in material to become the dominant information.

Also, each of the section titles—as well as all the line captions above and below—are aligned with the title of the form. Other captions are also aligned with the vertical lines and boxes above and below, eliminating the raggedness that occurs with non-alignment.



Form 1611 (11-68)

Wisconsin Telephone

Application for Employment

Personal Data

Date

Mr.
Miss
Mrs.

Name (print) First Middle Last Maiden Name (if married)

Address Number and Street City (Zone) or Town State Zip

☐ Yes ☐ No

Are you a U.S. Citizen Place of Birth Date of Birth Age Height Weight

☐ Yes ☐ No

Telephone No. Residence Can be reached Social Security No. Have you U.S. Military Service?

How long have you lived at present address? Have you a driver license? Exp. Date Are you color blind?

Marital Status ☐ Single ☐ Divorced ☐ Widowed ☐ Married Date of Marriage

List Dependents

	Name First	Middle Init.	Last	Occupation	Present Employer
Husband or Wife					
Father					
Mother					

Education

Kind of School	School Name	City and State	Course of Major Subject	Date left	No. of years	Did you grad.	Degree
Grammar							
Junior High							
High							
Business							
Evening							
College							
Vocational							

Years of experience, Typing Shorthand

What other specialized training or skills do you have?

Record of Employment

List present or most recent employment first Telephone Company, Military and other

Name and address of employer	Started		Left		Dept.	Nature of work	Last weekly earnings	Reason for leaving
	Mo.	Yr.	Mo.	Yr.				

Are you willing to work day, evening, and night hours, and Sundays, holidays, or overtime as required? ☐ Yes ☐ No

Signature of Applicant

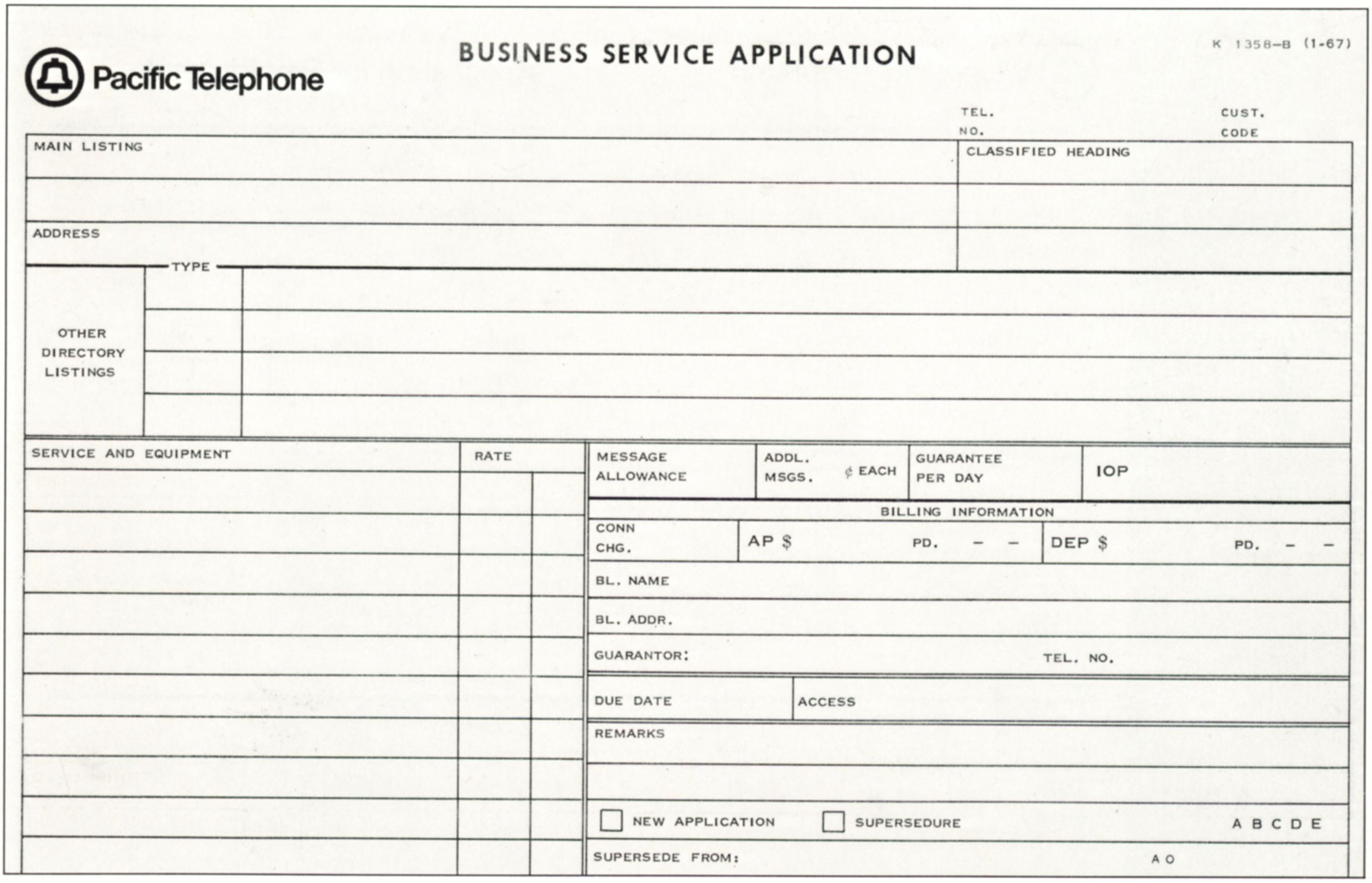
Interviewer

An Equal Opportunity Employer

"The Age Discrimination in Employment Act of 1967 prohibits discrimination on the basis of age with respect to individuals who are at least 40 but less than 65 years of age."

Business Service Applications

The demonstration below, and those on the next several pages, are additional examples of existing business forms to which our new graphic principles are applied. The heavy rules, the cap and lower-case typeface in Helvetica Light, and vertical alignment are the graphic devices instrumental in the visual change. These principles can be applied to any business form with the same visual results.



Pacific Telephone

BUSINESS SERVICE APPLICATION

K 1358–B (1-67)

TEL. NO.

CUST. CODE

MAIN LISTING

CLASSIFIED HEADING

ADDRESS

OTHER DIRECTORY LISTINGS

TYPE

SERVICE AND EQUIPMENT

RATE

MESSAGE ALLOWANCE	ADDL. MSGS. ¢ EACH	GUARANTEE PER DAY	IOP

BILLING INFORMATION

CONN CHG.	AP $ PD. – –	DEP $ PD. – –

BL. NAME

BL. ADDR.

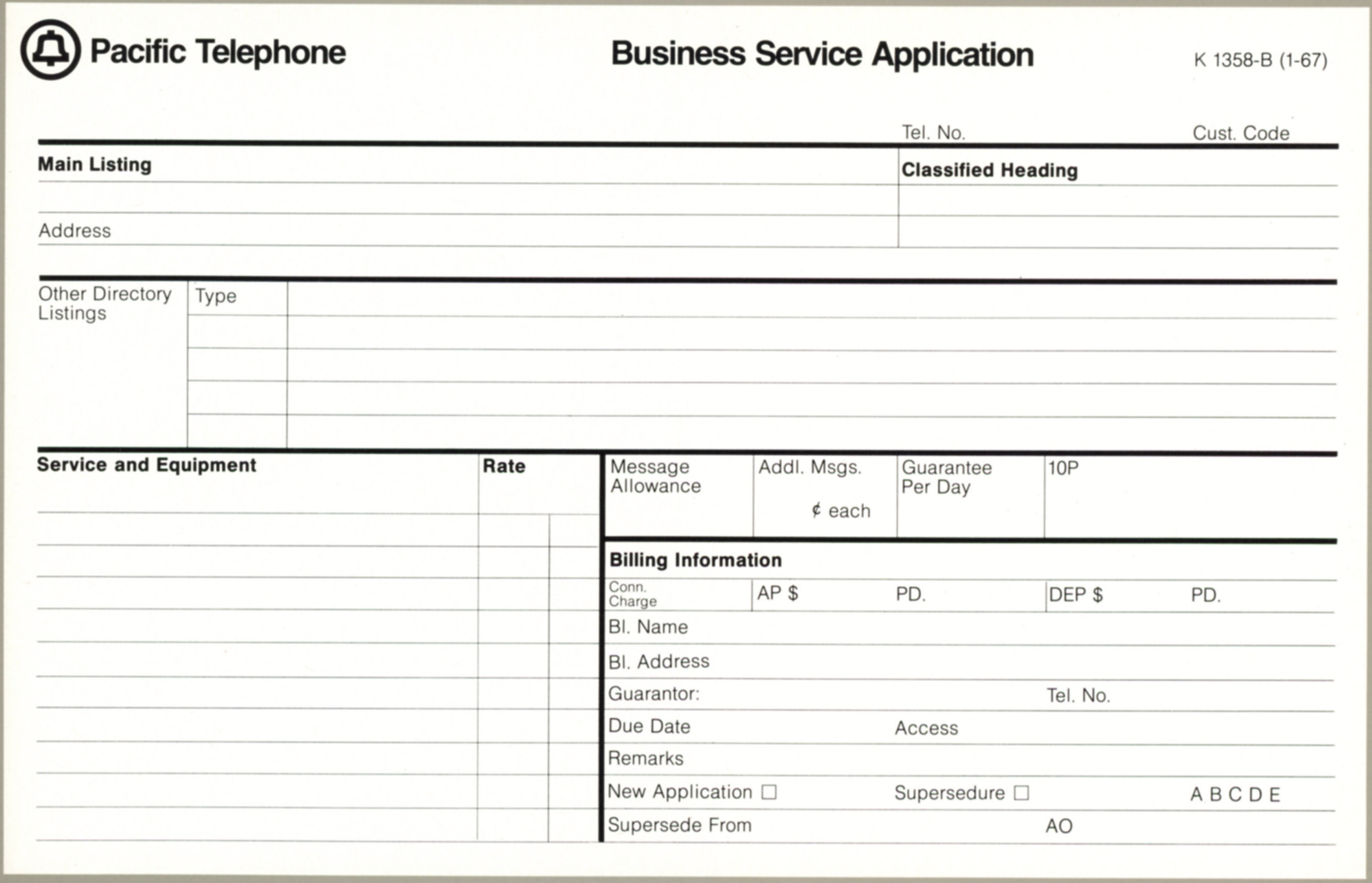
GUARANTOR: TEL. NO.

DUE DATE	ACCESS

REMARKS

☐ NEW APPLICATION ☐ SUPERSEDURE A B C D E

SUPERSEDE FROM: A O



Pacific Telephone

Business Service Application

K 1358-B (1-67)

Tel. No. Cust. Code

Main Listing

Address

Classified Heading

Other Directory Listings

Type

Service and Equipment

Rate

Message Allowance	Addl. Msgs. ¢ each	Guarantee Per Day	10P

Billing Information

Conn. Charge	AP $	PD.	DEP $	PD.

Bl. Name

Bl. Address

Guarantor: Tel. No.

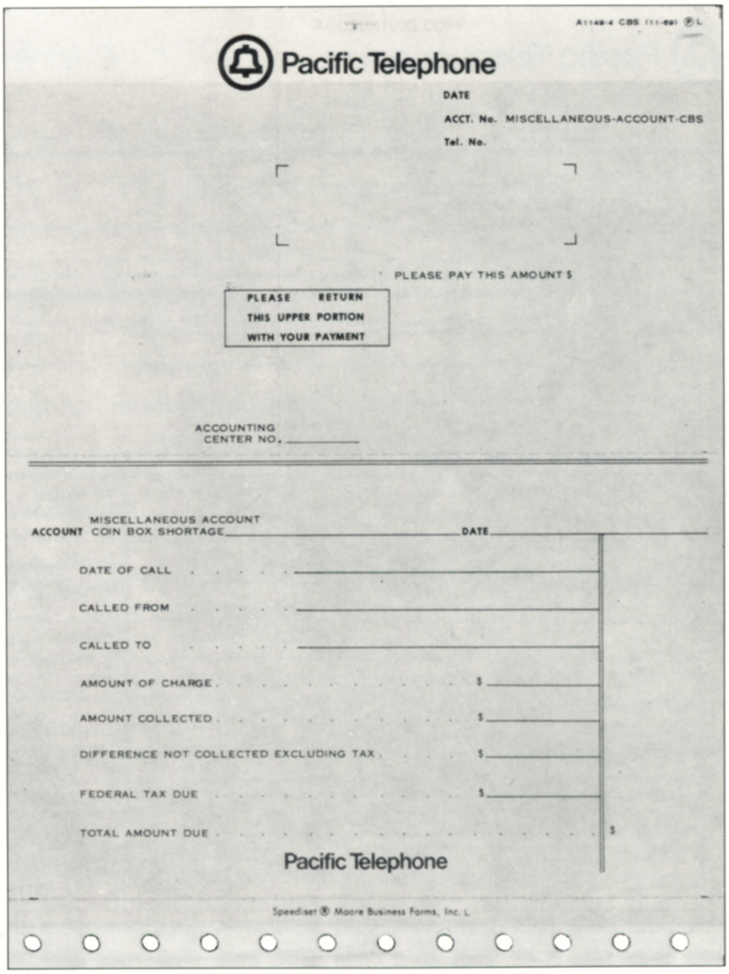
Due Date Access

Remarks

New Application ☐ Supersedure ☐ A B C D E

Supersede From AO

Coin Box Shortage Bills



A1149-4 CBS (11-69) Ⓟ L

Pacific Telephone

DATE

ACCT. No. MISCELLANEOUS-ACCOUNT-CBS

Tel. No.

PLEASE PAY THIS AMOUNT $

PLEASE RETURN
THIS UPPER PORTION
WITH YOUR PAYMENT

ACCOUNTING CENTER NO. ________

ACCOUNT MISCELLANEOUS ACCOUNT COIN BOX SHORTAGE ________ DATE ________

DATE OF CALL . . . . . ________

CALLED FROM . . . . . ________

CALLED TO . . . . . ________

AMOUNT OF CHARGE . . . . $ ________

AMOUNT COLLECTED . . . . $ ________

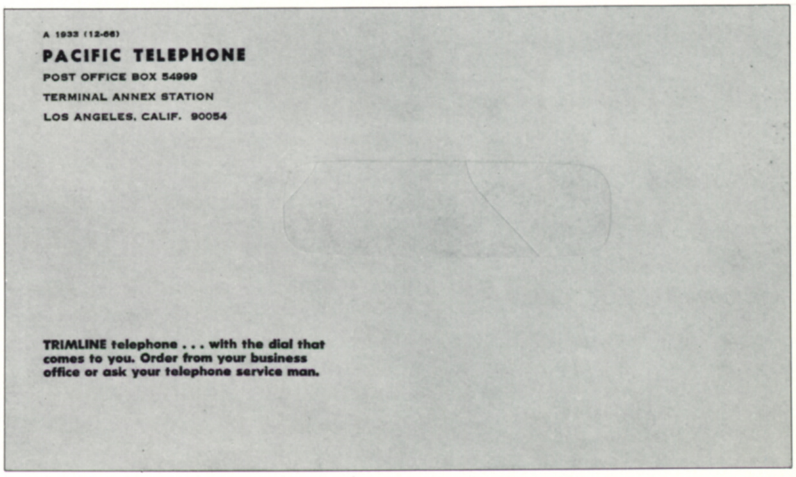
DIFFERENCE NOT COLLECTED EXCLUDING TAX . . . . $ ________

FEDERAL TAX DUE . . . . $ ________

TOTAL AMOUNT DUE . . . . $

Pacific Telephone

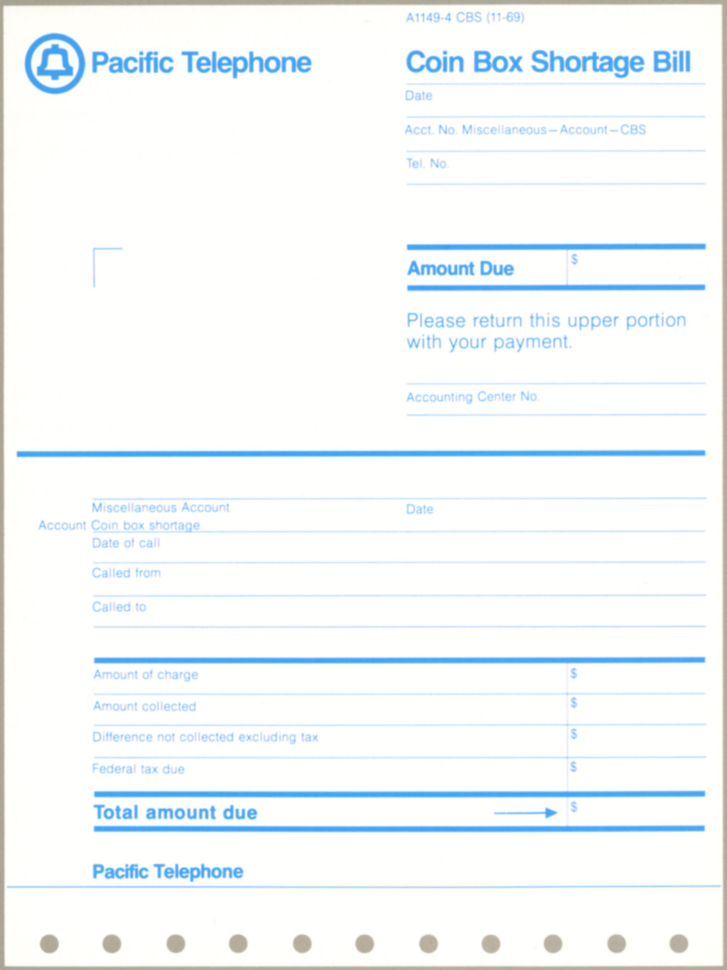
Speediset ® Moore Business Forms, Inc. L



A 1933 (12-66)

PACIFIC TELEPHONE
POST OFFICE BOX 54999
TERMINAL ANNEX STATION
LOS ANGELES, CALIF. 90054

TRIMLINE telephone . . . with the dial that comes to you. Order from your business office or ask your telephone service man.



A1149-4 CBS (11-69)

Pacific Telephone

Coin Box Shortage Bill

Date

Acct. No. Miscellaneous—Account—CBS

Tel. No.

Amount Due	$

Please return this upper portion with your payment.

Accounting Center No.

Miscellaneous Account

Account Coin box shortage

Date

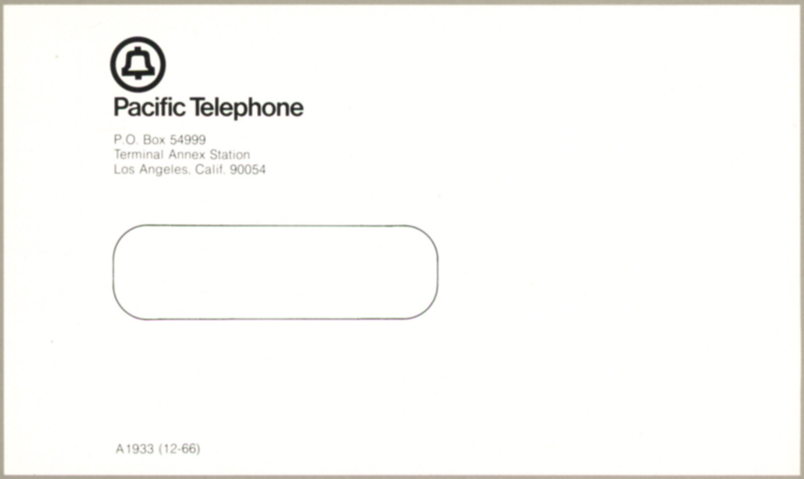
Date of call

Called from

Called to

Amount of charge	$
Amount collected	$
Difference not collected excluding tax	$
Federal tax due	$
Total amount due →	$

Pacific Telephone

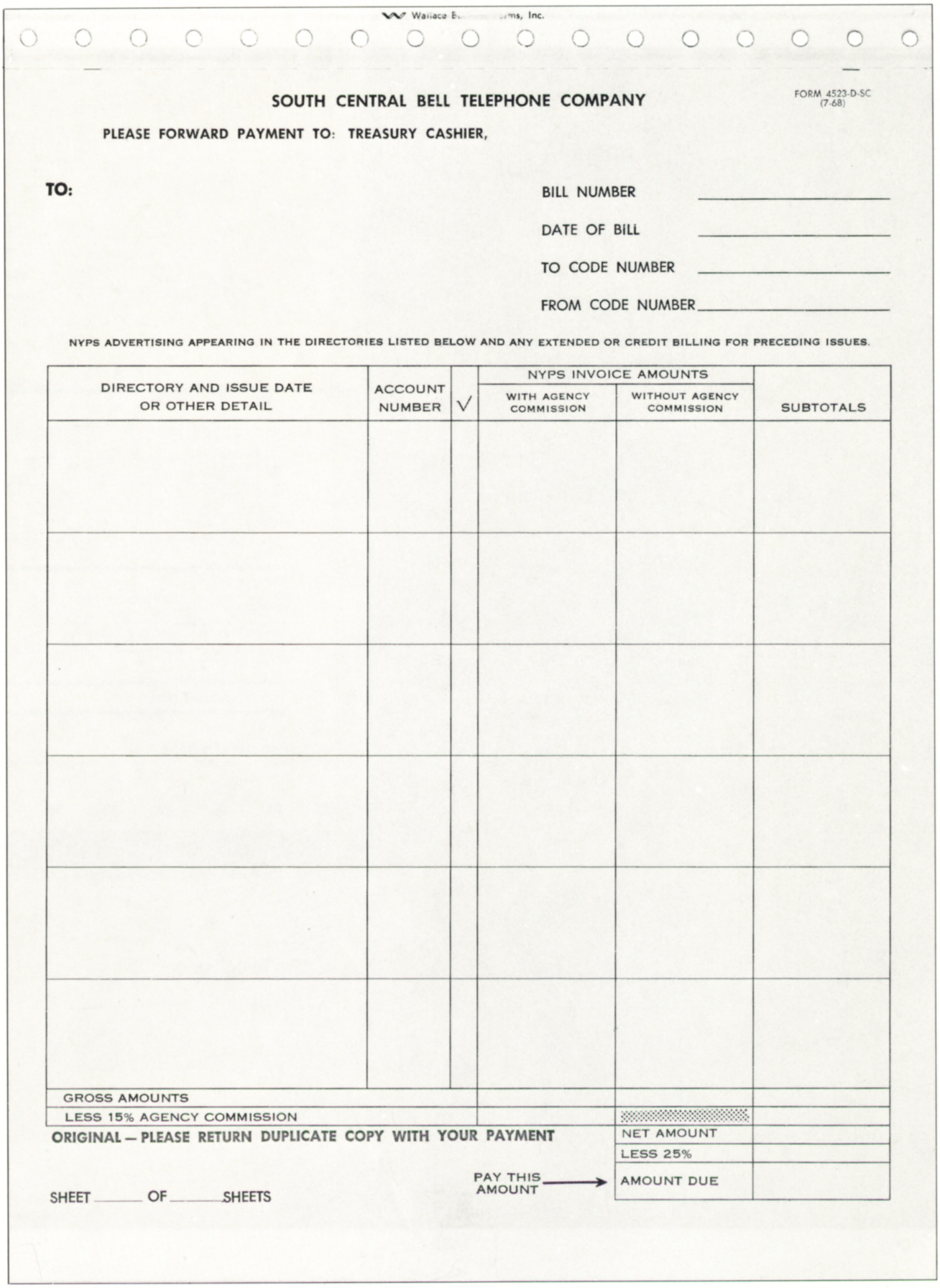


Pacific Telephone

P.O. Box 54999
Terminal Annex Station
Los Angeles, Calif. 90054

A1933 (12-66)

Directory Advertising Bills



Wallace B[illegible]rms, Inc.

SOUTH CENTRAL BELL TELEPHONE COMPANY

FORM 4523-D-SC
(7-68)

PLEASE FORWARD PAYMENT TO: TREASURY CASHIER,

TO:

BILL NUMBER ____________

DATE OF BILL ____________

TO CODE NUMBER ____________

FROM CODE NUMBER ____________

NYPS ADVERTISING APPEARING IN THE DIRECTORIES LISTED BELOW AND ANY EXTENDED OR CREDIT BILLING FOR PRECEDING ISSUES.

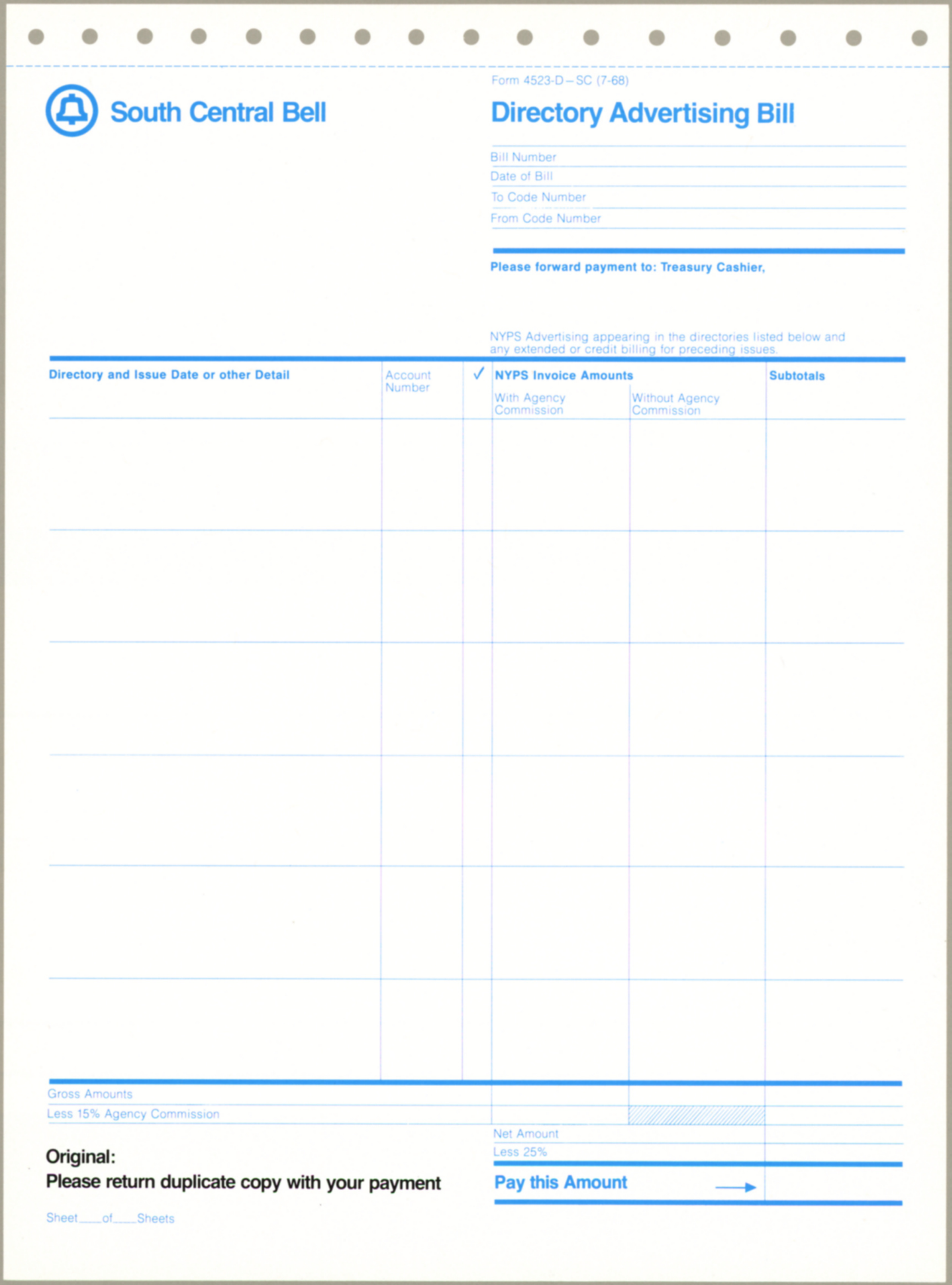
DIRECTORY AND ISSUE DATE OR OTHER DETAIL	ACCOUNT NUMBER	√	NYPS INVOICE AMOUNTS		SUBTOTALS
			WITH AGENCY COMMISSION	WITHOUT AGENCY COMMISSION	
GROSS AMOUNTS					
LESS 15% AGENCY COMMISSION				▨	

ORIGINAL — PLEASE RETURN DUPLICATE COPY WITH YOUR PAYMENT

NET AMOUNT	
LESS 25%	
AMOUNT DUE	

PAY THIS AMOUNT → AMOUNT DUE

SHEET ______ OF ______ SHEETS



Form 4523-D–SC (7-68)

South Central Bell

Directory Advertising Bill

Bill Number

Date of Bill

To Code Number

From Code Number

Please forward payment to: Treasury Cashier,

NYPS Advertising appearing in the directories listed below and any extended or credit billing for preceding issues.

Directory and Issue Date or other Detail	Account Number	✓	NYPS Invoice Amounts		Subtotals
			With Agency Commission	Without Agency Commission	

Gross Amounts

Less 15% Agency Commission

Net Amount

Less 25%

Pay this Amount →

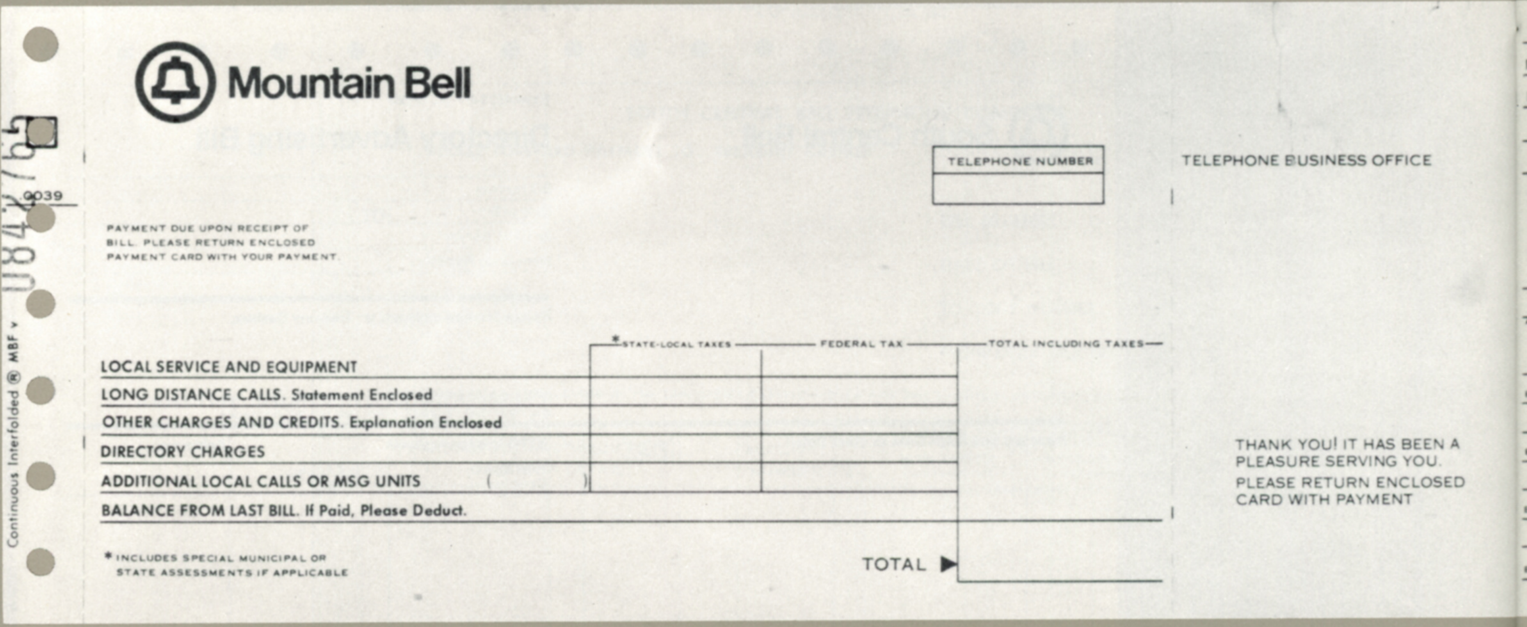
Original:
Please return duplicate copy with your payment

Sheet___of___Sheets

Customer Bills

The telephone bill is probably the most widely circulated business form in the world. Consequently, it is of great importance for the customer bills of one System company to be consistent in appearance with those of other System companies. This consistency reflects the coordinated effort behind the Bell System's huge service commitment.

The size and format of customer bills will, of course, vary due to the differences in accounting machinery. Nevertheless, the new graphic system can be readily applied without requiring changes in the machine settings currently in use. The examples below, and on the following pages, demonstrate the new Bell System *look* resulting from the addition of 4-point rules and changes in the typeface of the captions.



Mountain Bell

Continuous Interfolded ® MBF

0039

TELEPHONE NUMBER

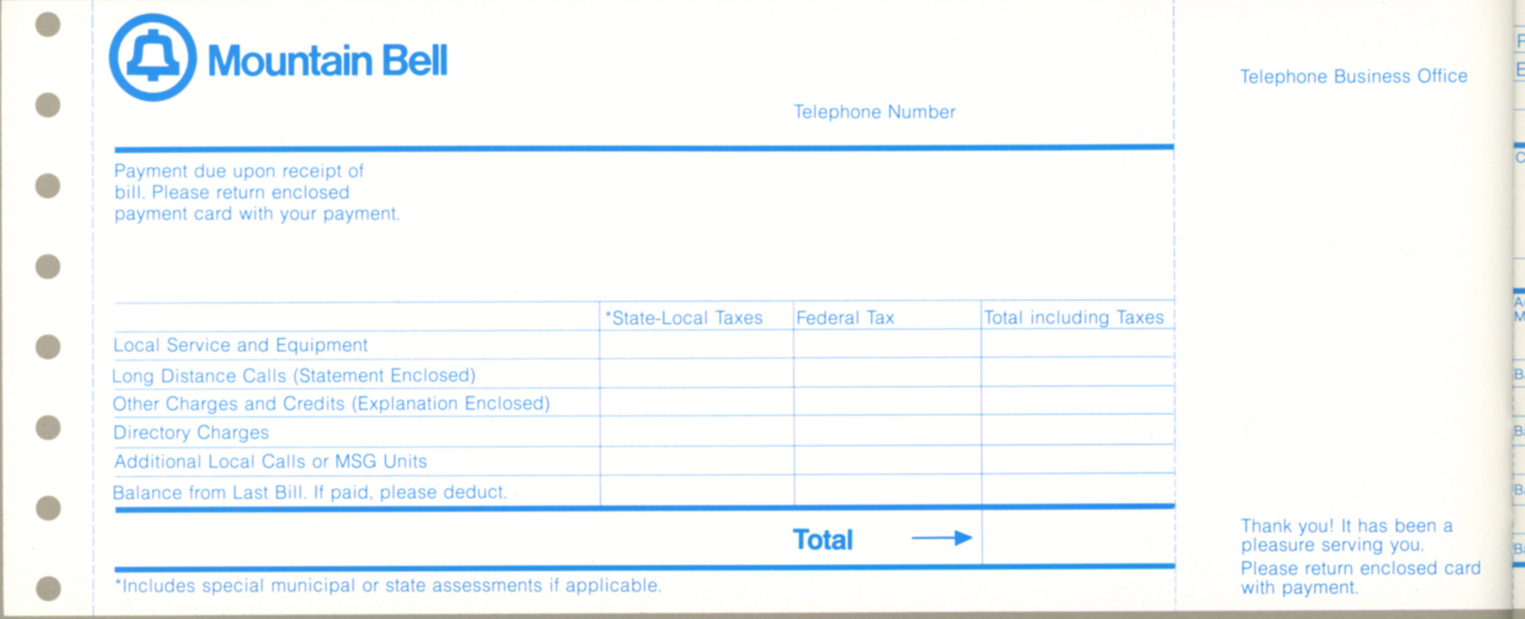
TELEPHONE BUSINESS OFFICE

PAYMENT DUE UPON RECEIPT OF BILL. PLEASE RETURN ENCLOSED PAYMENT CARD WITH YOUR PAYMENT.

	*STATE-LOCAL TAXES	FEDERAL TAX	TOTAL INCLUDING TAXES
LOCAL SERVICE AND EQUIPMENT			
LONG DISTANCE CALLS. Statement Enclosed			
OTHER CHARGES AND CREDITS. Explanation Enclosed			
DIRECTORY CHARGES			
ADDITIONAL LOCAL CALLS OR MSG UNITS ( )			
BALANCE FROM LAST BILL. If Paid, Please Deduct.			
TOTAL ▶			

*INCLUDES SPECIAL MUNICIPAL OR STATE ASSESSMENTS IF APPLICABLE

THANK YOU! IT HAS BEEN A PLEASURE SERVING YOU.
PLEASE RETURN ENCLOSED CARD WITH PAYMENT



Mountain Bell

Telephone Number

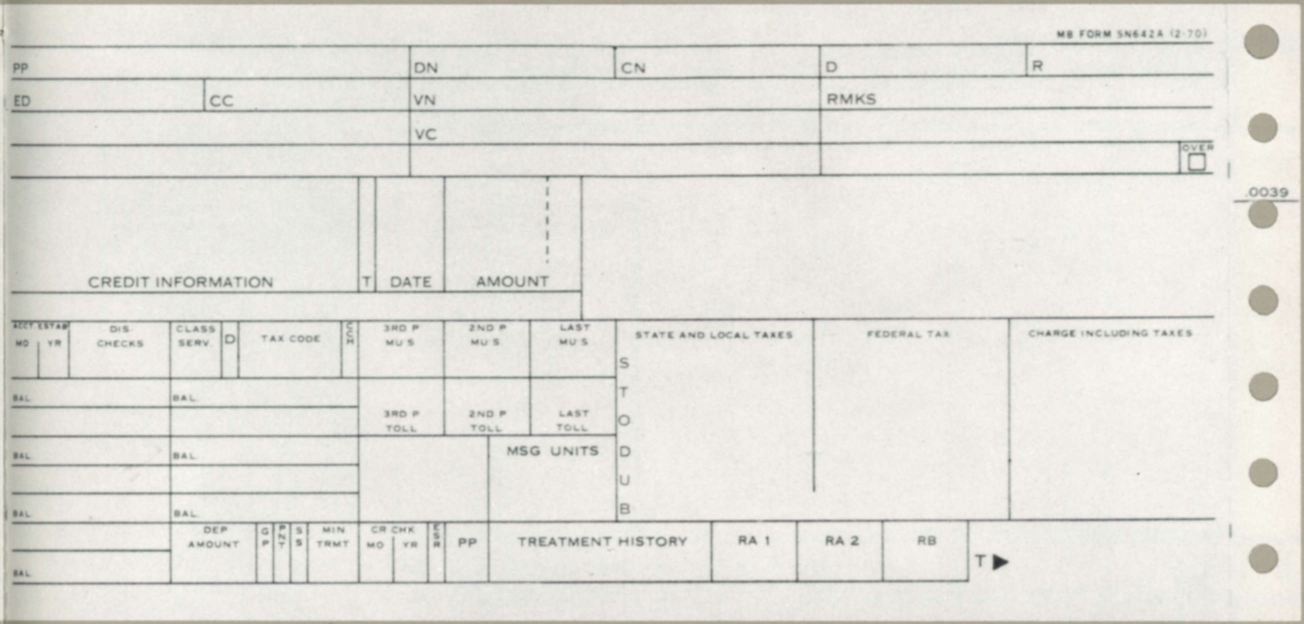
Telephone Business Office

Payment due upon receipt of bill. Please return enclosed payment card with your payment.

	*State-Local Taxes	Federal Tax	Total including Taxes
Local Service and Equipment			
Long Distance Calls (Statement Enclosed)			
Other Charges and Credits (Explanation Enclosed)			
Directory Charges			
Additional Local Calls or MSG Units			
Balance from Last Bill. If paid, please deduct.			
Total →			

*Includes special municipal or state assessments if applicable.

Thank you! It has been a pleasure serving you.
Please return enclosed card with payment.



MB FORM SN642A (2-70)

PP
DN
CN
D
R

ED
CC
VN
RMKS

VC

OVER ☐

.0039

CREDIT INFORMATION
T
DATE
AMOUNT

ACCT. ESTAB. MO YR
DIS. CHECKS
CLASS SERV.
D
TAX CODE
CCH
3RD P MU'S
2ND P MU'S
LAST MU'S
STATE AND LOCAL TAXES
FEDERAL TAX
CHARGE INCLUDING TAXES

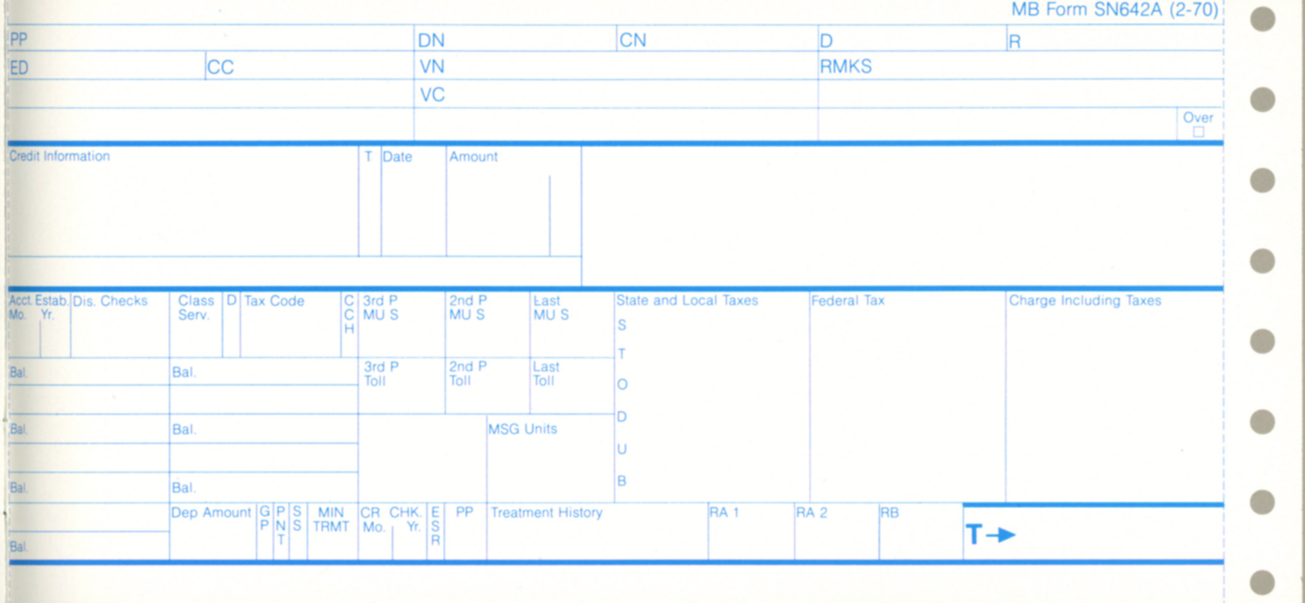
BAL.
BAL.
3RD P TOLL
2ND P TOLL
LAST TOLL
S
T
O
D
U
B

BAL.
BAL.
MSG UNITS

BAL.
BAL.

DEP AMOUNT
GP
PNT
SS
MIN TRMT
CR CHK MO YR
ESR
PP
TREATMENT HISTORY
RA 1
RA 2
RB
T ▶

BAL.



MB Form SN642A (2-70)

PP
DN
CN
D
R

ED
CC
VN
RMKS

VC

Over ☐

Credit Information
T
Date
Amount

Acct. Estab. Mo. Yr.
Dis. Checks
Class Serv.
D
Tax Code
CCH
3rd P MU S
2nd P MU S
Last MU S
State and Local Taxes
Federal Tax
Charge Including Taxes

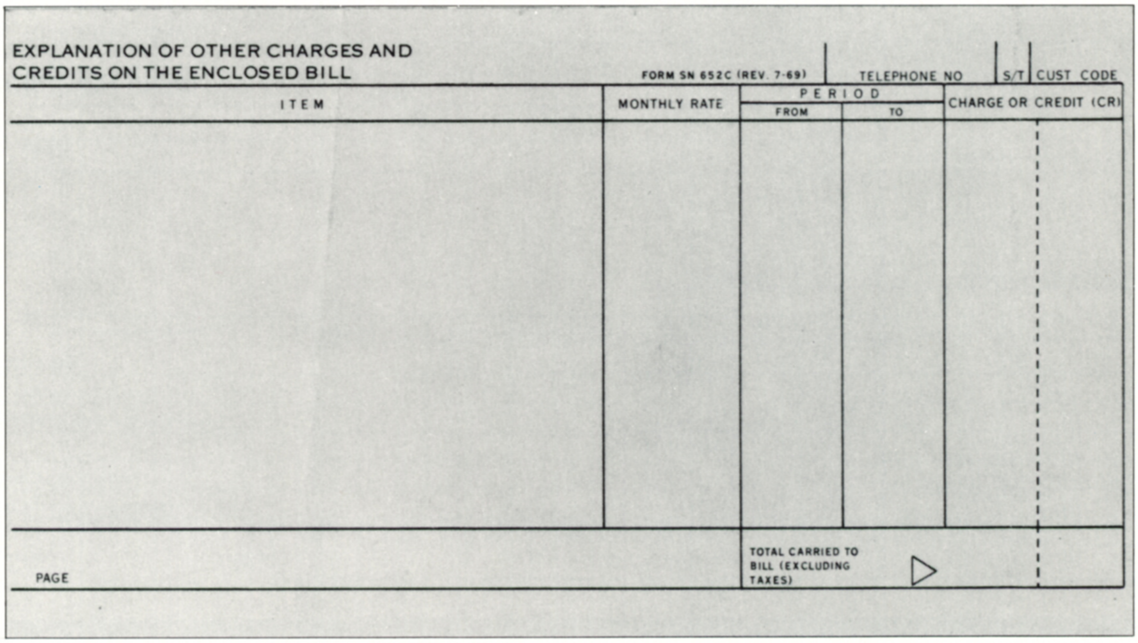
Bal.
Bal.
3rd P Toll
2nd P Toll
Last Toll
S
T
O
D
U
B

Bal.
Bal.
MSG Units

Bal.
Bal.

Dep Amount
GP
PNT
SS
MIN TRMT
CR CHK. Mo. Yr.
ESR
PP
Treatment History
RA 1
RA 2
RB
T →

Bal.

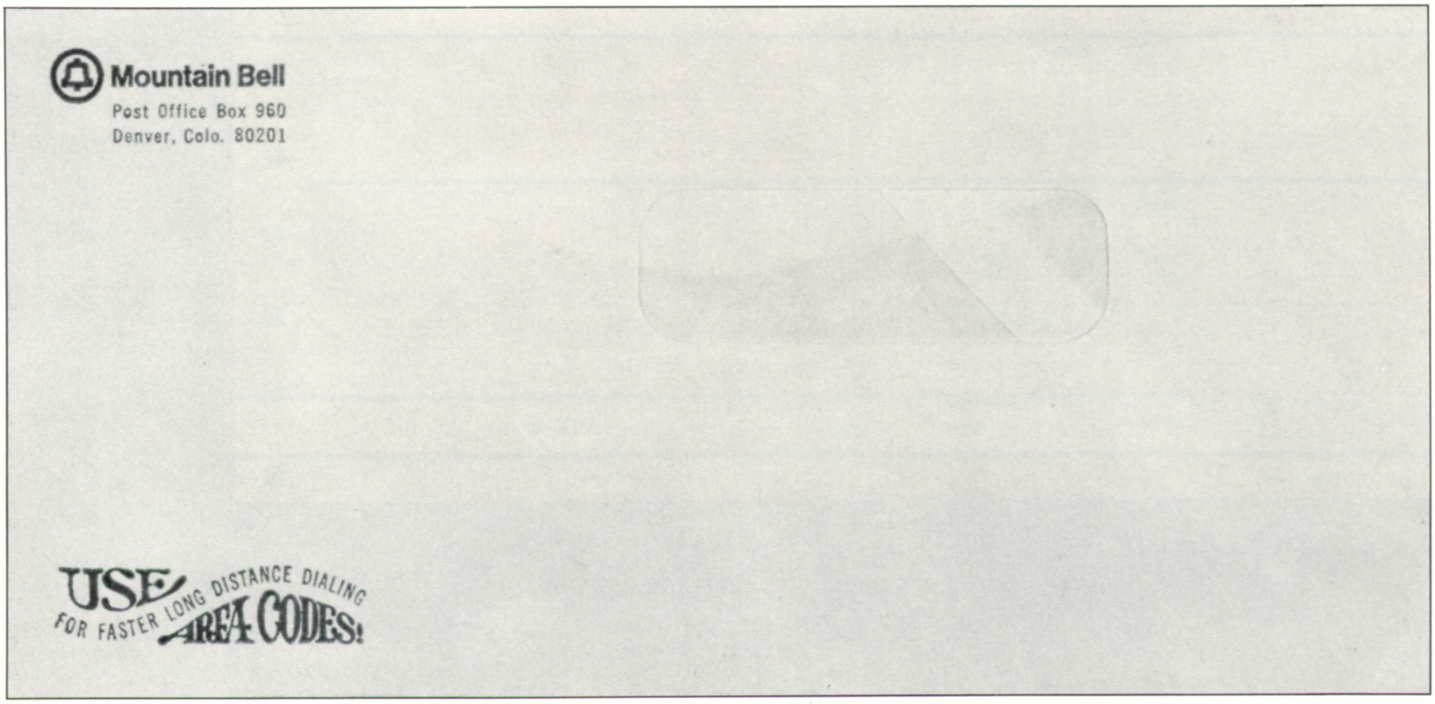


EXPLANATION OF OTHER CHARGES AND CREDITS ON THE ENCLOSED BILL

FORM SN 652C (REV. 7-69)

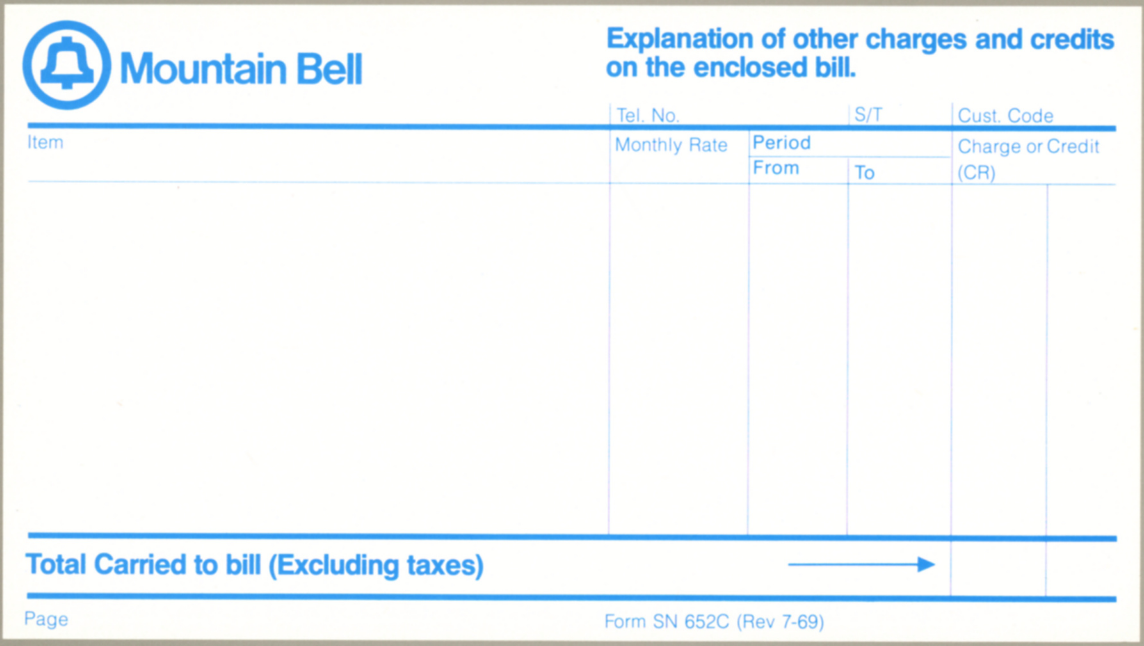
TELEPHONE NO	S/T	CUST CODE

ITEM	MONTHLY RATE	PERIOD		CHARGE OR CREDIT (CR)
		FROM	TO	
PAGE		TOTAL CARRIED TO BILL (EXCLUDING TAXES) ▷		



Mountain Bell
Post Office Box 960
Denver, Colo. 80201

USE AREA CODES! FOR FASTER LONG DISTANCE DIALING



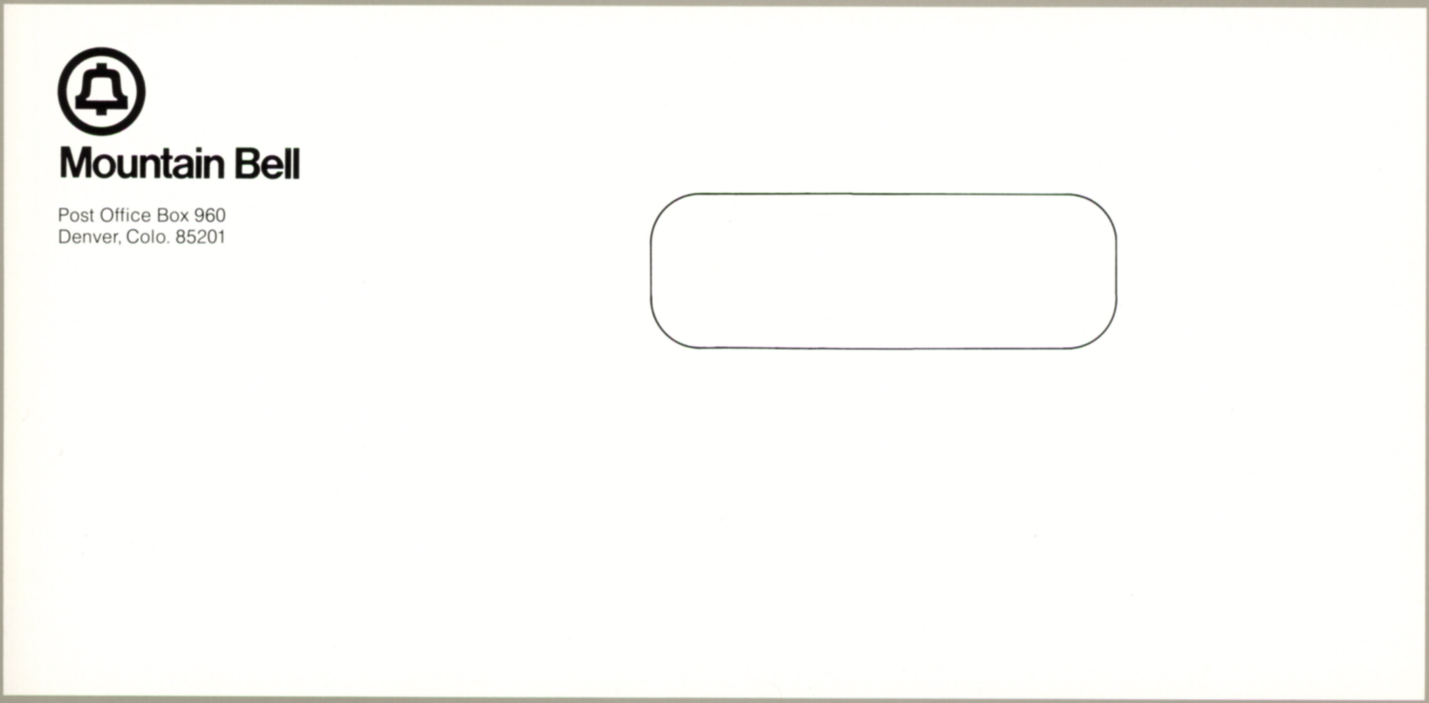
Mountain Bell

Explanation of other charges and credits on the enclosed bill.

	Tel. No.		S/T	Cust. Code	
Item	Monthly Rate	Period From	To	Charge or Credit (CR)	
Total Carried to bill (Excluding taxes) →					

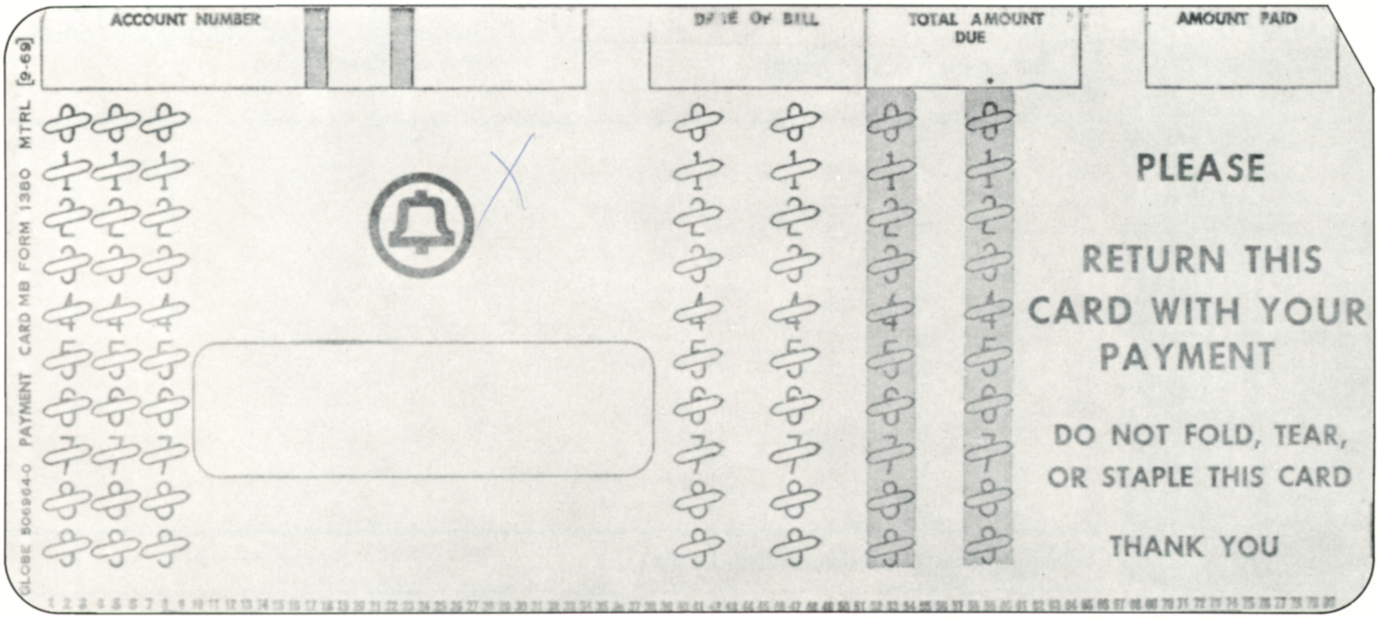
Page

Form SN 652C (Rev 7-69)



Mountain Bell

Post Office Box 960
Denver, Colo. 85201



GLOBE 506964-0 PAYMENT CARD MB FORM 1380 MTRL [9-69]

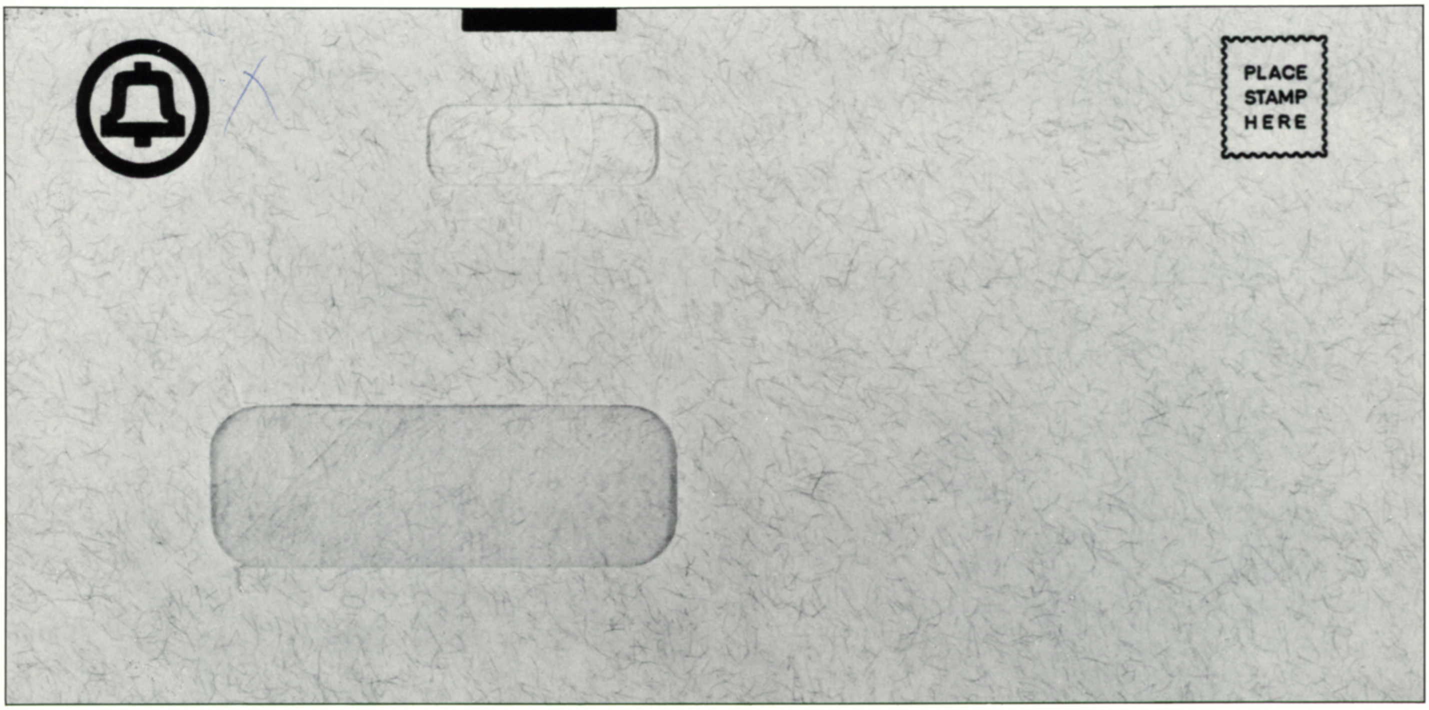
ACCOUNT NUMBER	DATE OF BILL	TOTAL AMOUNT DUE	AMOUNT PAID

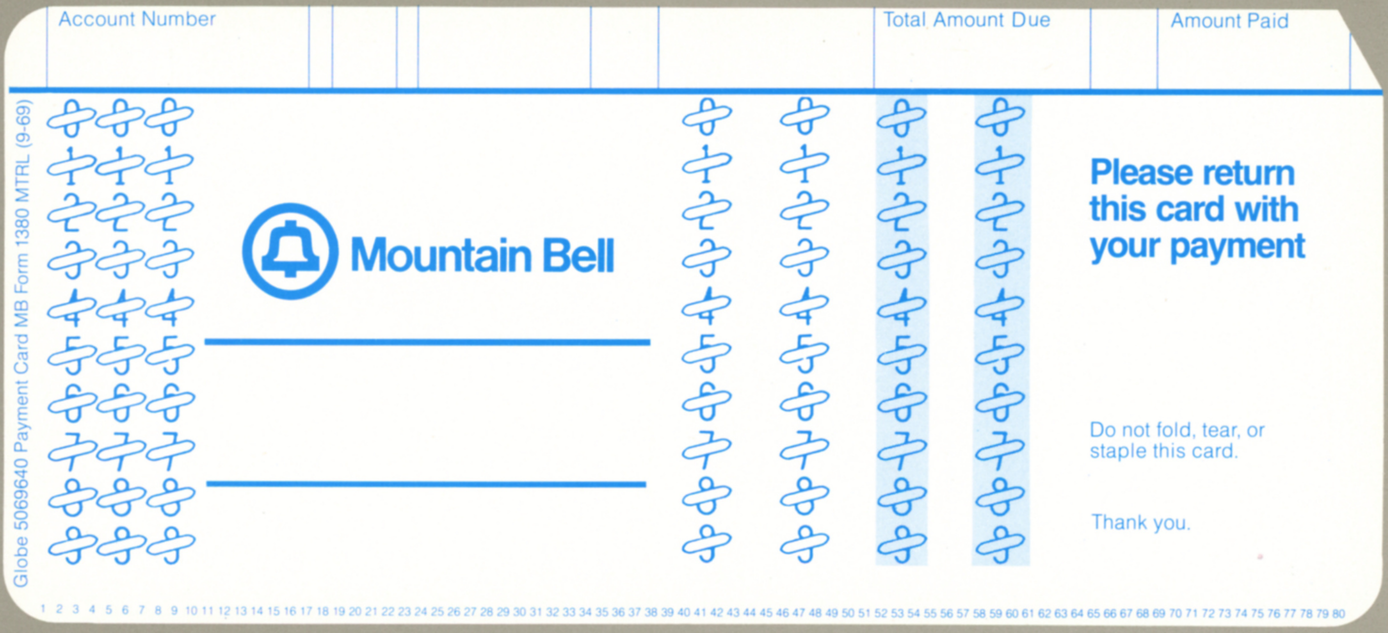
PLEASE

RETURN THIS CARD WITH YOUR PAYMENT

DO NOT FOLD, TEAR, OR STAPLE THIS CARD

THANK YOU





Account Number

Total Amount Due

Amount Paid

Globe 5069640 Payment Card MB Form 1380 MTRL (9-69)

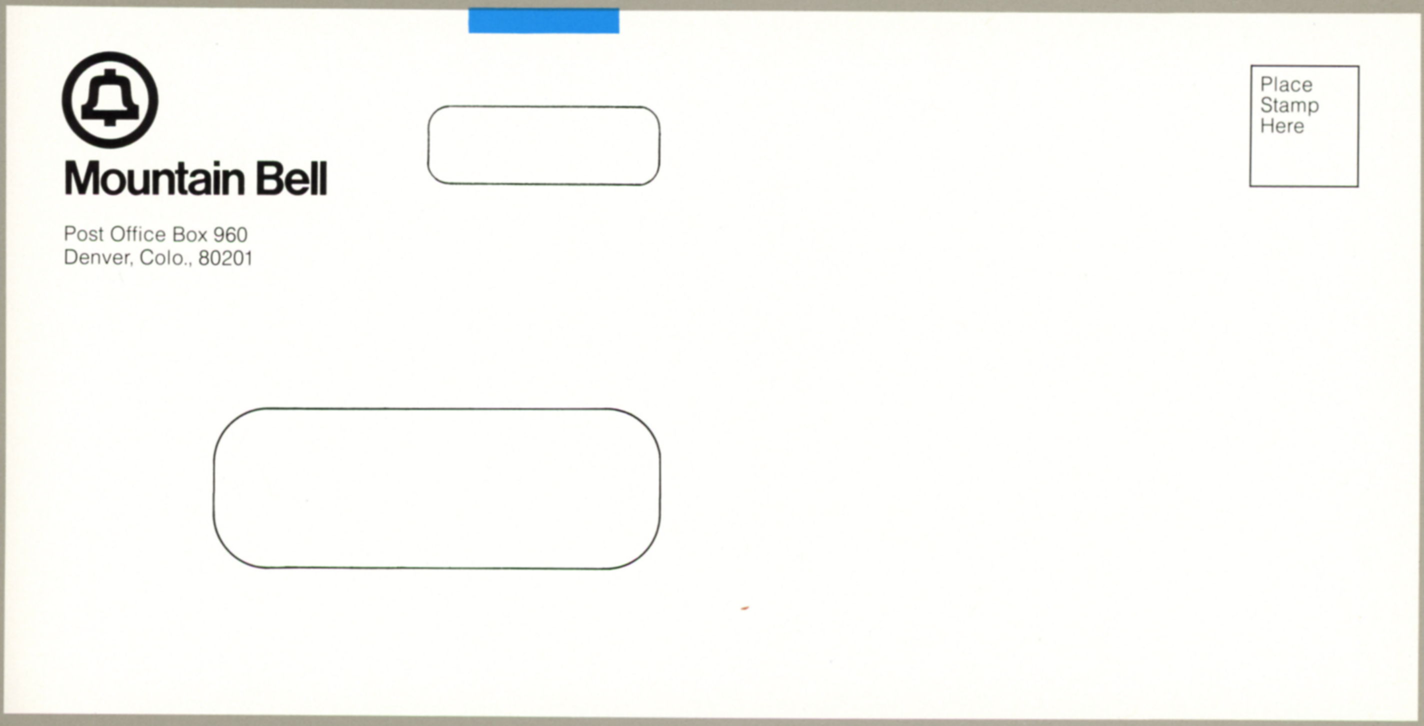
Mountain Bell

Please return this card with your payment

Do not fold, tear, or staple this card.

Thank you.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80



Mountain Bell

Post Office Box 960
Denver, Colo., 80201

Place
Stamp
Here

A carefully designed business form is unique to the company it represents and says something about that company—even to the employees who work for it. It reflects attention to operational efficiency. As a service organization, Bell System companies are vitally concerned with efficiency in all of their operations. Every printed piece of business paper must reflect this concern. Every person involved with designing or producing business forms should do so with these guidelines in hand. Copies of these guidelines should also be given to printers to insure that your company's business forms have the clean, efficient look of our new graphic system. If any questions are raised by these guidelines, please direct them to your company graphics coordinator or the Project Chairman—Design and Appearance, Department of Environmental Affairs.

AT&T

Designed and Produced by Saul Bass and Associates, Los Angeles. Lithographed in U.S.A. 1-71